**Sales Pitch**

My name is ……. And I am a part of Project Everest. We are a company that focuses on solving social issues through business models. We operate in four countries working on sustainable solutions to issues affecting, environmental health, personal health, and societal progress.

We are offering the Fugaun Seguru stove as an alternative to the traditional 3 stone cooking method.

**Qualifying Questions:**

What is your role in cooking for your family?

Do you cook with gas, electric or wood?

Are you happy with your current method?

Do you/how much do you spend on wood per…?

Are you interested in reducing the time spent cooking?

Do you find any problems with the smoke released by cooking? Does the smoke cause coughing and sore eyes in your family?

Would you be open to paying for an alternative?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **UVPs** | **Feature** | **Fact** | **Benefit** | **Real Benefit** |
| Less time | It takes less time to cook with the stove | The stove heats up faster and gets hotter, which means that it takes less time to cook the food | You will have to spend less time in the kitchen/cooking area each day, leaving more free time and time away from the smoke | You will have more time to spend with your family/ doing whatever it is that is important to you.  |
| Less wood | The stove burns less wood than the three stone method | Less wood is burned each time the stove is used because of its design which means that less wood needs to be purchased.  | You will have to buy less wood overall, which will save you a lot of money both in the short term and long term.  | You will have some extra money to spend on your family, your business etc. whatever is most important.  |
| Health benefits | The stove produces less smoke | Our stove channels the smoke in one direction so it doesn’t go all through your cooking area and cause the problems, it also produces less smoke in general.  | Your coughing and other health problems will be reduced. | Your family will be healthier, have to visit the doctor less which by extension saves time and money.  |
| Credit plans | The whole cost doesn’t have to be paid upfront | Our credit plans mean you make one smaller payment when you receive the stove, and two additional payments each month of smaller amounts to pay for the remainder of the stove. This makes it more affordable.  | You will be able to have the stove without the stress of paying the whole $75 upfront. | Your family will benefit from all the other great things about the stove and not have the same money stress.  |
| Environmental impact | Less wood is used which can limit the environmental impact of deforestation | Our stoves burn less wood each time which means less wood is purchased.  | Our stove is contributing less to deforestation than the traditional three stone cooking method.  | You will be protecting the natural resources of Timor for future generations.  |
| Handles/accessibility | Stove is transportable while it is being used.  | The handles don’t get as hot as the rest of the stove, meaning it can easily be picked up and moved while it is being used.  | The stove can be taken places to cook with other people, social gatherings, and can be moved between inside and outside.  | If the area you cook in is too smokey for your family or it starts raining, you can move the stove inside or outside.  |

|  |  |
| --- | --- |
| **Common Objections** | **Solutions** |
| Price | * Credit plans.
* You save wood in the long run.
 |
| Already seen other stoves like this, haven’t been that good/ as good as expected | * Long life of our stove.
 |
|  |  |

Closing the sale