**Intro → qualifying questions → build pain → educate → test close → close**

**Channel 1: Face to Face meetings (Jumtha farmers)**

1. Build rapport

*Hey there! I was wondering if you had some time right now for us to have a chat to you? What’ve you been up to today (general chit-chat, getting to know them as a person, making sure they also see you as a person and not an immediate salesperson). We’re from Project Everest, we’re an Australian business that sets up sustainable businesses in districts like yours that aim to help the community with their problems - for example we work with clean water supplies, farm education, clean stoves and medical areas.*

1. Qualify the buyer

*Do you or your family run a farm? Or perhaps grow some crops as well that you sell at local markets as well as another job? How’s this working for you - is it going well or are there things that you aren’t happy with?*

1. Build value

*We’ve found that a lot of farmers like yourself have this issue where they can’t grow enough crops in wet season because everything gets washed away, and in the dry season, everyone works so hard and there's a lot of crops, but they can't sell it all so it rots and gets wasted. And this makes people feel frustrated right? They work so hard and then all that effort gets wasted - it's tiring and it's not fair. So we’re looking into ways we can help people with this - finding ways in the dry season that people can keep working the same amount or more than they usually would, while also being able to sell more crops and earn more money.*

1. Create desire

*Imagine if you could have an extra day a week to work, or rest, or spend time with family / learn / play / etc. What if you could also sell your produce and earn money from this, without you having to be at the market personally. What would you do with an extra day a week? \*\*\*UVP BLOCKS IN HERE\*\*\**

1. Overcome objections

*I don't know about this because you don't have a product:*

* *We don’t have a product yet because we want to speak to people like you to figure out exactly how we can best help you.*

*How much is this:*

* *Likewise, we’re still figuring this out*

1. Close

*I can see you have a lot to gain from having something like this, and I’m sure the extra time / money will really help you with [insert personal comments they’ve made], would you like to be put on a short list to be kept up to date with this, or would you like to put down a deposit down to secure yours immediately when we’ve come up with the best model?*

1. Follow up

*Follow up when product goes to market, 1 month and 3 months post to seek feedback via text / preferred method indicated.*

UVP Blocks:

1. (This will save you time) What if there was a way for you to keep working on the farm on your usual market day, while still selling your produce?
   1. Fact: *We know that market day for farmers like yourself takes an entire day to get there, sell, and get back - which means you don’t have time to work on your farm. How much more do you think you’d be able to achieve if you had an extra day every week?*
   2. Benefit: *What this means for you is that this ‘bonus day’ can be used to continue farming, which can earn you more income, or, you can use this extra day to spend time with your family, or go to school, or do other jobs that need doing around the place.*
   3. Real Benefit: *what that actually means for you is that you'll be able to earn more money and have more time to work on the things that are important to you - when you have more income, this means you can set your kids up with better education and food, for a better life.*
2. (This will save you money) What if there was a way for you to make an extra $X,XXX every year.
   1. Fact: The reason I say that is that you personally will be able to set the wholesale price for your produce, have more time to farm, and be able to sell more. How much do you currently sell each kilo/bunch/quantity for? And how many kilos/bunches/quantity are you unable to sell each week? So, if we found a way to sell this excess produce, you’re telling me, is that we could make you an extra $XXX every week.
   2. Benefit: What this means for you is that you can continue to work just as much as you currently do, if not more, whilst earning a fair income that you can decide. You'll also be less tired after market day because you won’t have to spend the time getting there and getting home.
   3. Real Benefit: what that actually means for you is that you can help support your family, continue or expand your farm, earn better prices than you may currently be getting, or use this extra day to rest or learn more, which can help your family even more in the future.

**Channel 2: Face to Face meetings (Vengara store vendors)**

1. Build rapport

*Hey there! I was wondering if you had some time right now for us to have a chat to you? What’ve you been up to today (general chit-chat, getting to know them as a person, making sure they also see you as a person and not an immediate salesperson). We’re from Project Everest, we’re an Australian business that sets up sustainable businesses in districts like yours that aim to help the community with their problems - for example we work with clean water supplies, farm education, clean stoves and medical areas.*

1. Qualify the buyer

*Do you or your family operate a business around this district? Or perhaps have a small stall that sells produce as well as another job? How’s this working for you - is it going well or are there things that you aren’t happy with?*

1. Build value

*We’ve found that a lot of business owners like yourself have this issue where their stores don’t have much variety in the vegetables they sell - and customers get bored with this, shop there less, and this means there's less income for these business owners. And this makes people feel frustrated right? They want to run their business well and they want it to earn them fair money, but it’s not happening. So we’re looking into ways we can help people with this - finding ways for small store owners to access a wider variety of produce they can sell to attract more customers, all at a fair price that lets them compete with bigger stores.*

1. Create desire

*Imagine if you could earn $XXX extra income every week, and have X times more customers come to your store because you have the products they want. What would you do with this extra money? Perhaps expand your business, or help with your kids education, or save for something you really need. \*\*\*UVP BLOCKS IN HERE\*\*\**

1. Overcome objections

*I don't know about this because you don't have a product:*

* *We don’t have a product yet because we want to speak to people like you to figure out exactly how we can best help you.*

*How much is this:*

* *Likewise, we’re still figuring this out*

1. Close

*I can see you have a lot to gain from having something like this, and I’m sure the extra time / money will really help you with [insert personal comments they’ve made], would you like to be put on a short list to be kept up to date with this, or would you like to put down a deposit down to secure yours immediately when we’ve come up with the best model?*

1. Follow up

*Follow up when product goes to market, 1 month and 3 months post to seek feedback via text / preferred method indicated.*

UVP Blocks:

1. (This will save you time) What if there was a solution that meant that fresh produce that you wanted was delivered right to your store when you needed it?
   1. Fact: *Businesses just like yours have told us they spend about XX hours every week sourcing produce to sell - this is a huge waste of time. If you spend XX hours every week doing this, that's XX every year, which means you can’t do other work during that time.*
   2. Benefit: *What this means for you is that this solution will allow you to continue earning money and working, while still getting your produce, if not a wider variety of produce delivered directly to you.*
   3. Real Benefit: *what that actually means for you is that you can use this time to earn more or rest, which can help you spend more time with and help out your family.*
2. (This will earn you more money)
   1. Fact: *The reason I say that is businesses just like yours have told us that they don’t have the produce their customers want, and this means they’re losing out on earning money. How much more $ every week do you think you’d earn if you had the vegetables your customer wanted every time? So this means you’d be earning $XXX more every year.*
   2. Benefit: *What this means for you is that your store will be able to expand and make your customers happier - whilst saving you time and earning you more money.*
   3. Real Benefit: *what that actually means for you is that you can help support your family, grow your business and spend more time doing things you care about.*