

# Contents

	<b>Introduction</b> .....	<b>6</b>
<b>Chapter 1</b>	<b>The Product — Compost</b> .....	<b>7</b>
	Compost — A “Different Animal” .....	7
	Compost Applications.....	8
	Compost Benefits.....	10
<b>Chapter 2</b>	<b>Compost Marketing</b> .....	<b>11</b>
	Product Marketability.....	11
	Market/Product Positioning.....	11
	The Market Development Investment .....	12
	Feedstocks Vs. Characteristics.....	13
	Volume Vs. Value Markets .....	14
	Bulk Vs. Bagged Product Sales.....	15
	Distribution Options .....	16
	Derivative Products/Blending.....	17
<b>Chapter 3</b>	<b>Market Planning</b> .....	<b>19</b>
	Compost Production/Facility Management.....	19
	Market Research.....	20
	Product Development And Usage Research.....	21
	Promotion .....	21
	Education .....	22
	Sales/Distribution.....	22
	Comments.....	23
<b>Chapter 4</b>	<b>Compost Marketing Business Structure</b> .....	<b>24</b>
	The Compost Supplier .....	24
	The Compost Salesperson .....	25
	Finding A Compost Salesperson .....	25
<b>Chapter 5</b>	<b>Compost Sales</b> .....	<b>27</b>
	Prospecting .....	27
	Rating Prospects.....	28
	Lead Generation.....	28
	Getting An Appointment .....	29
	Preparing For The Sales Call.....	29
	Completing The Sales Call.....	30
	Following Up On Sales Call.....	31
	Compost Sales Tools And Services .....	32
	Compost Sales Tools .....	32
	Compost Sales Related Services.....	35
	Dealing With Common Objections .....	36
	Customer Follow-Up/Maintenance.....	36
<b>Chapter 6</b>	<b>Compost Sales By Market Segment</b> .....	<b>38</b>
	Sales Pitch Pages .....	38
	Agriculture.....	39
	Erosion And Sediment Control .....	41
	Landscapers.....	43
	Landscape Architects.....	45
	Reclamation.....	47
	Resellers.....	49
	Topsoil Manufacturers .....	51
	Turf – General.....	53
	Turf – Sports .....	55
	Wholesale Nurseries.....	57
<b>Chapter 7</b>	<b>Marketing Systems And Programs</b> .....	<b>59</b>
	Developing Sales/Marketing Programs.....	59
	Sales Management .....	59
	<b>Case Studies</b> .....	<b>62</b>
	Soil Blending Trial.....	62
	Golf Course Root Zone Trial .....	64
	<b>Appendices</b> .....	<b>66</b>
	I. Application Specifications & Rates.....	66
	II. Example — Lead Generation Program.....	69
	III. Creating Your Own Telephone Script.....	71
	IV. Suggested Reading And Available Tools .....	72