



*R. Alexander Associates, Inc.*

## **COMPOST SALES/MARKETING WORKSHOP AGENDA**

<b>Schedule</b>	<b>Subject</b>	<b>Manual Chapter</b>
8:30 – 9:00	Registration	
9:00 - 9:30	1. Overview The Economics of Compost Marketing	
9:30 – 10:15	2. Compost – a ‘ <i>different animal</i> ’  <i>(what it is...what it’s not, product/marketing principles, applications, benefits)</i>	1
10:15 – 10:30	Q&A / BREAK	
10:30 – 11:30	3. Compost Marketing – Program Implementation Options  <i>(product marketability, market/product positioning, investment, volume/value markets, bulk vs. bagged, distribution options, derivative products/blending)</i>	2
11:30 – 12:00	4. Compost Quality Issues  <i>(importance of specific characteristics, feedstocks vs. characteristics, realistic ranges, modifying characteristics, common mistakes)</i>	
12:00 – 1:00	Q&A / LUNCH	
1:00 – 1:45	5. Market Planning  <i>(importance, 6 aspects to consider)</i>	3
1:45 – 2:30	6. General Sales Principles and Requirements  <i>(the compost supplier, the compost sales person, sales tools and services, prospecting, lead generation)</i>	4/5
2:30 - 2:45	Q&A / BREAK	
2:45 – 4:45	7. The <i>Sales Call</i> and Technical Sales Approaches  <i>(sales call, market specific sales approaches, dealing with objections, marketing program example ‘problem’, marketing programs, role playing/participant’s marketing issues)</i>	5/6
4:45 – 5:00	Review and Information Sources/Tools	