

Sales & Marketing of Products Produced by a Composting Process

Lonnie C. Heflin

Wastewater and Residuals
Management Specialist



Innovative Engineering to Preserve and Protect Water Resources

Who is This Guy?

- Lonnie Heflin
 - ◆ Wastewater & Residuals Management Specialist
- WSI International, LLC
 - 26 years experience in the:
 - ◆ Purchase
 - ◆ Production
 - ◆ Sales & Marketing
 - Of Soil & Mulch Products

A Few Ground Rules...



- This is a talk, not a lecture!
 - ◆ I expect you to participate.
 - ◆ I expect you to ask questions.
 - ★ Allow me the option of deferring your question until the Q & A session.

What are we going to talk about?

- First – Who are you and what do you do?
- Define Marketing – especially for our industry.
- Look at Ways to Apply Key Marketing Concepts to Your Products and Customer Base
- Questions & Discussion

So, Who are You & Just What do you do?

- Owners
- Sales Staff
- Operations Staff
- Buyers

Absolutely Nothing Happens
in Business Until a Product is
Sold!

What is Marketing?

- The Commercial Functions Involved in Transferring Goods From Producer to Consumer.
- Finding Out What Customers Want and Giving it to Them.
 - ◆ Find a Need & Fill It!
- The Act or Process of Buying & Selling in a Market.

Marketing in the REAL World



- ◆ That is Advertising!
 - ★ Calling Public Attention to Your Business!

Marketing in the REAL World



- Your Truck, or Your Customers...
 - ◆ Covered with your signs.
 - ◆ Drives through town...
- Do you know what that is...?
 - ◆ Promotion!
 - ★ Keeping your product in the mind of your target customer

Marketing in the REAL World



- That same truck, plastered with your signs delivers to an installation at the mayor's house.
- And that is....?
 - ◆ PUBLICITY!!!
 - ★ An Act or Device to Attract Public Interest!

Marketing in the REAL World



- Get a picture in the paper of the mayor admiring her new landscape
- And That Is....?
 - ◆ PUBLIC RELATIONS!!!
 - ◆ The business of inducing the public to have understanding for & goodwill towards your enterprise!

The REAL Definition of Marketing!

- Now, if...
 - ◆ I said IF....
- You PLANNED the whole thing...
- Well then, that my friends is....?

◆ **MARKETING!!!**

KEYS TO SUCCESSFUL SALES & MARKETING

- Know Your Product
 - ◆ Who makes it?
 - ◆ What is it made of?
 - ◆ When is it made?
 - ◆ Where is it made?
 - ◆ Why is it made?
 - ★ *That's a tough one!!!*
 - ◆ How is it made?

- Know Your Competition and Their Products As Well As Your Own!
 - ◆ Never speak poorly of a competitor.
 - ◆ Be able to evaluate and compare your products & services.

MORE KEYS TO SUCCESSFUL SALES & MARKETING

- Know Your Products Strengths!
 - ◆ Test Results
 - ◆ References
 - ◆ Success Stories
- Know Your Products Weaknesses!

Think Outside the Box!

- Why Do Your Customers Buy Your Product?
 - ◆ Perception is EVERYTHING!
- How Do You Set Your Product Apart From Your Competition?
 - ◆ What Is Your Competitive Advantage?
- The Marketing Triangle – The Key to Success!
- **MAGIC CIRCLE OF MARKETING**
 - ◆ *Postive results generate increased sales.*

In Conclusion:

- Know your product, Know your company.
- Know your competition!
 - ◆ Where does your product “fit”?
- Know Your Market!
- Develop & Implement a Marketing Plan!
- Adjust your plan as market and business conditions change.