Basics of Compost Marketing and Planning

Summary: Provides training for compost sales and marketing staff on the basics of compost marketing and sales. The workshop provides marketing insight and sales techniques for new, as well as veteran, compost sales staff. Subjects will include: understanding the product (and how it fits into a marketing strategy), best practices in compost marketing, marketing plan components, general sales principles and requirements, staffing, sales approaching to the major compost markets, devising sales 'pitches', completing the 'sales call', dealing with objections, and more...

Instructor: Ron Alexander
Ron is a horticulturist and veteran compost salesman and sales/marketing manager with over 30 years of experience in compost marketing and end use. Author of the 'Practical Guide to Compost Marketing & Sales'

Fee: $374; $299 for USCC members

Time: 9:00AM to 4:00 PM, with one hour for lunch (not included)

CCOM™ PDHs: 7

Workshop Agenda

1. Compost – a different animal
   a. Differences in Selling Compost (vs. Other Products)
   b. Benefits of Compost Usage
   c. Differences with Competing products
   d. Applications
2. Understanding your Product and Test Results
3. Marketing Program Implementation Options
4. Best Practices in Compost Market Planning (and Development)
   a. Six Facets
5. General Sale Principles and Requirements
   a. Generating Leads
   b. Skills/Knowledge Required for a Compost Sales Person
   c. Sales and Marketing Tools
6. Hands On Compost Marketing
   a. Sales Psychology
   b. Approaching the primary compost markets
      i. Getting a Sales Appointment
      ii. Sale Call Steps
      iii. Requirements of Different Market Sectors
      iv. Dealing with Objections
7. New Compost Markets / Marketing Trends