



## **Pre Conference Workshop FULL DAY**

**9:00 AM to 4:30 PM**

### **Compost Sales & Marketing – from Waste to Wealth**

Welcome to an all-inclusive course on successfully branding, pricing, marketing, selling, and distributing your compost while developing & maintaining key relationships through the process. This course is suitable for both beginners and those experts looking to increase their sales. The goal is to empower composters to sell more finished compost through marketing and relationship development.

**Instructor:** Ryan Cerrato

**Fee:** \$387.00 for USCC members, \$478.00 for nonmembers

**Duration:** 9:00 AM to 4:30 PM, with one hour for lunch (on your own)

**Date:** February 6, 2024

**CCOM™/CCP™ PDHs:** 6.5

#### **Agenda**

1. Introduction
2. Identify Your Market
3. Operations and Equipment
4. Working with Subcontractors
5. Marketing
6. Making Sales
7. Maintain and Grow

**About the instructor:**

**Ryan Cerrato:** Mr. Cerrato currently serves as the Vice President of Product Marketing for WeCare Denali where he oversees all of the company's Product Sales and Marketing related activities and staff. Mr. Cerrato started with Denali as Director and was responsible for the development and execution of marketing plans, sales plans, and overall business development related activities as it pertains to WeCare branded products, including WeCare Compost, WeCare Roofmix, and WeCare Engineered Soils. Mr. Cerrato currently serves as a founding board member of the NJCC and resides in Garnet Valley, PA.