



BUSINESS GROWTH COURSE

Discovering how to expand your
business with character and integrity

TRAINER CURRICULUM

Business Growth Course

By Janelle Schroy, Elizabeth S. Bennett, Gregory Skowronski & Michelle Livie

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Written by Janelle Schroy, Elizabeth S. Bennett, Gregory Skowronski and Michelle Livie

Edited by Janelle Schroy, Jedd Schroy, Elizabeth S. Bennett, Gregory Skowronski, Michelle Livie and Cate Carroll

Cover design by Estelle Home

Course visuals and illustrations by Jonathan Dockery

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Dedication

This course is dedicated to every entrepreneur who believes in their own talents and abilities enough to take this course, apply its learning and reap the rewards of good planning and hard work for generations to come.

It is you who deserve every opportunity life has to offer.
We pray God's richest blessings pour into your lives for today and his everlasting peace and joy fill your hearts for eternity.

Acknowledgements

Thanks to...

Every church utilising the Paradigm Shift Programme
to make a difference in their local communities.

Without your courage to believe in a new way of approaching development,
this idea would never have taken hold.

Here's to impacting our communities both now and for eternity!

Paradigm Shift
BUSINESS GROWTH COURSE

Location

At a training facility either at the church or in the community

Course Duration

Weekly sessions lasting for 25 minutes each (as part of a one-hour long Weekly Meeting)

Class Size

Minimum: 10

Maximum: 30

Wins

A win for a Weekly Meeting is when 75% of the entrepreneurs attend, feel affirmed, valued and discover practical knowledge.

A win for a *Business Growth Course* is when a Business Trainer has created an atmosphere of affirmation where entrepreneurs can interactively explore and apply practical business skills.

Course Summary

The *Business Growth Course* accomplishes a number of goals. First, it is a way for the entrepreneurs to more deeply explore practical business skills. Secondly, it challenges them to apply these skills into their businesses immediately through Weekly Challenges. Regardless of each entrepreneur's business background (or lack thereof), there is something that can be learnt and practised by everyone.

As with all of Paradigm Shift's curricula, the *Business Growth Course* is highly interactive and is designed to be comfortable for entrepreneurs who have any level of education, including those with low literacy and those who do not speak English as their first language. The learning happens through exploring, discussing and practising various business skills together. Therefore, no written assessments are expected. Entrepreneurs who are able are encouraged to fill out their Entrepreneur Workbook as much as possible and to complete their Weekly Challenges.

Those who complete the entire course by attending at least 11 out of the 18 sessions receive a Certificate of Business Training from Paradigm Shift.

Experiential Learning Acronyms

The *Business Growth Course* uses several acronyms which the facilitators will see throughout the curriculum. They acronyms are as follows:

TG = Table Groups

The Business Trainer asks a question or requests an activity, then hands it to the Table Groups to do together at their tables. These activities are then led by the Table Trainer, who should facilitate interaction without giving away the answer.

TR = Table Representatives (usually follows a TG)

The Business Trainer asks a question with the purpose of getting a variety of answers. They do this by asking one person from each table—or from a few tables—to each offer an answer to the whole room.

AT = All Together

The Business Trainer asks a question to the entire group and allows people to freely answer if they want to. They should never call someone out directly—it is too embarrassing for an entrepreneur if they don't know the answer. If they want to narrow the field, they should ask someone from a particular Table Group to answer. If no one answers, a Table Trainer should "guess" the answer, so it still feels like it came from the table instead of from the Trainer.

IP = In Pairs

Each person should pick another person with whom to do the activity. Table Trainers should always participate in a pair, but not with each other. People can work in a pair with anyone in the room.

WBK = Workbook

This indicates that there is something in the Entrepreneur Workbook that relates to what the Business Trainer is saying.

MODEL = Model

This indicates that the facilitator should say or do something to show the entrepreneurs what is expected of them so they feel confident in following the instructions to do the activity.

BT TIP = Business Trainer Tip

This indicates a note to the Business Trainer telling them something important they need to know about facilitating an activity.

TT TIP = Table Trainer Tip

This indicates a note to the Table Trainer telling them something important they need to know about facilitating an activity.

Capitalisation

Throughout the course, various words are capitalised because they are previous Key Terms the entrepreneurs have learnt in the *Business Experience Course* or this course. They are capitalised to bring them to the attention of the facilitator. It is important to keep these words consistent throughout all the Paradigm Shift courses, so the learning is retained long-term.

Any questions about the facilitation of this course may be directed to your church's assigned Paradigm Shift Master Trainer or to a Training Specialist at Paradigm Shift's South Africa office.

Paradigm Shift

Phone: 011 431 1880

Email: training@shiftingparadigms.org

Paradigm Shift
BUSINESS GROWTH COURSE

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Paradigm Shift
BUSINESS GROWTH COURSE

BRANDING

Session Overview

Introduction to the Business Growth Course: 1 minute
Introduction to Branding: 7 minutes
Business Name Development: 4 minutes
Business Slogan Development: 4 minutes
Business Colours Development: 4 minutes
Business Logo Development: 4 minutes
Weekly Challenge and Close: 1 minute
Total Time: 25 minutes

Theme Connections

Planning business growth
Relationships with others

Supplies Checklist

- Name tags
- Whiteboard or flip chart
- Whiteboard markers or permanent markers
- Whiteboard erasers
- Pens
- Prestick
- Scrap paper/Drawing paper
- Pencils/Colouring pencils
- Erasers
- Business Name visual
- Business Slogan visual
- Business Colour visual
- Business Logo visual

Preparation

- Put on a name tag and make sure all facilitation staff have one on as well.
- Write necessary text on the board.
- Put necessary materials on the tables.
- Place Prestick on the back of the visuals so they are ready to post.

Write on the board:

BRANDING

Key Terms

- Branding
- Business Name
- Business Slogan
- Business Colours
- Business Logo

Introduction to the Business Growth Course: 1 minute

1. "It's so great to see everyone here today! I know each of you are going to be successful in developing your businesses."
2. "As you may remember, there are three things that happen in these weekly meetings. First, we will do the business training. Then we will study the Bible. Finally, the Loan Family will meet together."
3. "The first course is called the *Business Growth Course*."
4. "Starting this week, we will be spending 25 minutes of our meeting discovering how to expand our businesses with character and integrity."
5. "Let's get started!"

Introduction to Branding: 7 minutes

1. "If you have paid for the course and have an Entrepreneur Workbook, please open it to the first Workbook page that says 'Branding' at the top."
2. "If you haven't paid for the course yet, please make sure you do next week so you can also get an Entrepreneur Workbook. There is scrap paper on your tables you can use for this session."
3. "Today we are going to be working on Branding our businesses."
4. **VISUAL:** Point to the Key Term on the board.
5. "**Branding** means promoting my business by using a specific Business Name, Business Slogan, Business Colours and Business Logo. That way we can help our customers remember our business. It also helps to define us against our Competition."
6. "A **Business Name** is a short word or phrase that identifies a business."
7. "Almost anywhere in the world, people know these one-word business names."
8. **VISUAL:** Hold up the Business Name visuals and say them out loud.
 - Coca-Cola®
 - Puma®
9. **VISUAL:** Point to the Key Term on the board.
10. "A **Business Slogan** is a memorable saying that will help our Target Market remember a product, service or business. A Business Slogan should be no more than six words and should be easy to remember."

11. "Let's see if we can match these famous slogans to their businesses."
12. **VISUAL:** One by one, hold up the Business Slogan visuals and ask which business uses that slogan.
 - It's Finger Lickin' Good!® (KFC®)
 - Just Do It!® (Nike®)
13. **VISUAL:** Point to the Key Term on the board.
14. "**Business Colours** are also important in Branding. Each business chooses certain colours that they use on all of their materials. Usually, businesses pick just two to four colours. Customers see those colours as being a part of that brand."
15. "Let's take a look at Business Colours many of us know from famous businesses."
16. **VISUAL:** Hold up the Business Colour visual and ask what their Business Colours are.
 - Levi's® (red and white)
 - McDonald's® (red and yellow)
17. **VISUAL:** Point to the Key Term on the board.
18. "A **Business Logo** is a small design used by a business to identify its products or services. A Business Logo is an important part of our Business Distinctives."
19. "Let's look at a few of the world's most famous Business Logos."
20. **VISUAL:** One by one, hold up the Business Logo visuals and ask which business uses each logo.
 - Adidas®
 - Shell®
21. "Each of these companies have done well creating a brand. This helps people to remember their business and for them to be successful. Now we are going to do the same thing for our businesses!"
22. "There are four main things we need to decide as we begin to brand our businesses. We've just talked about each of them: Business Name, Business Slogan, Business Colours and Business Logo."

Business Name Development: 4 minutes

1. "There are Tips for Naming a Business in our Workbooks"
2. **WBK/TG:** "In our Table Groups, let's take a few minutes to scan through these tips. Then try to come up with at least three different Business Names for our businesses."

TT TIP: Don't read the Tips for Naming a Business verbatim, but rather pick out a few key points and share them with the entrepreneurs.

Business Slogan Development: 4 minutes

1. **WBK:** "Now let's take a few minutes to write down some ideas for our Business Slogan. Let's make sure our Business Slogan is less than six words."
2. **TG:** "Now let's share our Business Slogan ideas with our Table Group."

Business Colours Development: 4 minutes

1. **WBK:** “There is a list in our Workbooks which shows the feelings most people associate with different colours. We may want to consider this when choosing our Business Colours.”
2. “Picking two to four Business Colours is the general practise.”
3. **WBK/TG:** “Now let’s write down our Business Colour ideas for our businesses.”

TT TIP: Don't read the Business Colours list verbatim, but rather pick out a few key points and share them with the entrepreneurs.

Business Logo Development: 4 minutes

1. **WBK:** “Now let’s take a few minutes to think about our Business Logo. Let’s sketch out any ideas we have in our Workbooks.”
2. “We may take it home, think about it this week and keep working on our sketches. But let’s remember to bring it back next week so we can see each other’s.”

Weekly Challenge and Close: 1 minute

1. “Well done, everyone! We’ve just created the brand for our businesses!”
2. “Every week of the training we’re going to have a Weekly Challenge. A Weekly Challenge is something we do to help our businesses grow! Each of us will be responsible for completing our challenge before we come to the next week’s training.”
3. “In order to graduate from this course, we must complete the Weekly Challenges in our Workbooks.”
4. “Our Weekly Challenge for this week is to complete the Branding session in our Workbooks. By next week, we must decide on a Business Name, a Business Slogan, Business Colours and a Business Logo for our businesses.”
5. “It’s also important that we bring our Workbooks with us each week so we’re able to follow along with the training.”
6. “Next week’s session will be on understanding our costs.”

BRANDING

Key Terms

- **Branding:** Promoting my business by using a specific Business Name, Business Slogan, Business Colours and Business Logo
- **Business Name:** A short word or phrase that identifies my business
- **Business Slogan:** A memorable saying that will help my Target Market remember my product, service or business
- **Business Colours:** Two to four colours that I use in my advertising materials
- **Business Logo:** A small design used by my business to identify my products or services

My Business Name Ideas

Final Business Name

My Business Slogan Ideas

Final Business Slogan

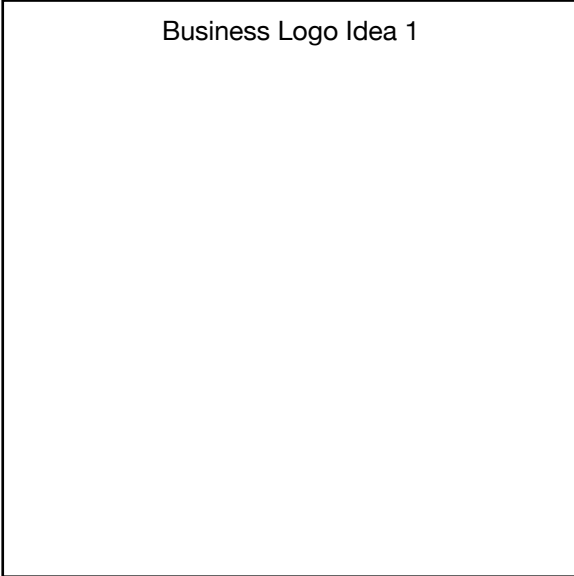
My Business Colour Ideas

Final Business Colours

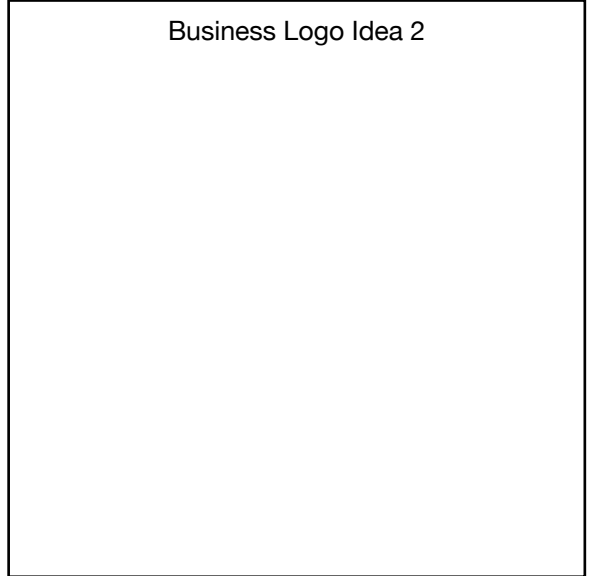
BRANDING

My Business Logo Ideas

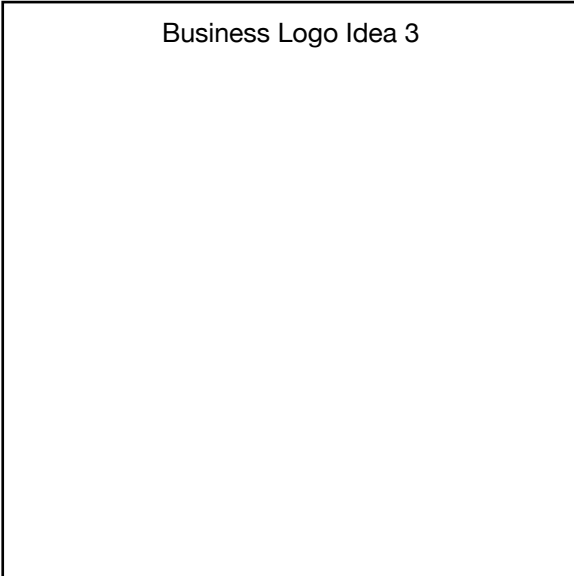
Business Logo Idea 1



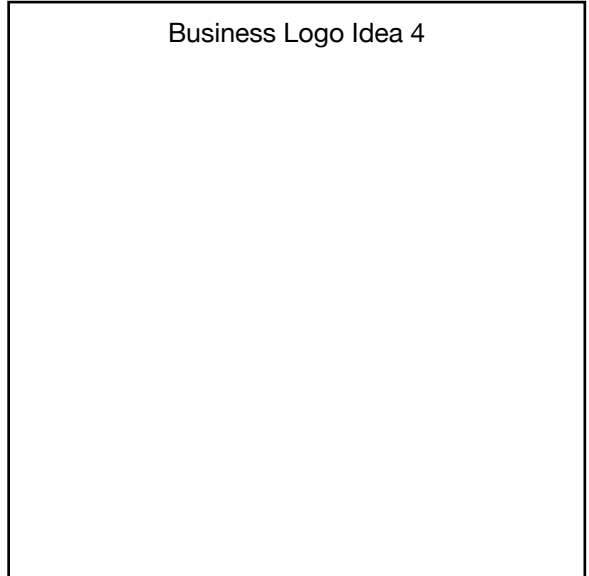
Business Logo Idea 2



Business Logo Idea 3



Business Logo Idea 4



Weekly Challenge

Finish creating a brand for my business before next week.

BRANDING

Tips for Naming a Business

1. **Don't Make a Shortened Name:** It's tempting to shorten your Business Name to make things easier (like KFC or MTN). But as a small business, your Target Market will not know what your shortened name means.
2. **Be Focused On Your Target Market:** Choose a business name that your customers will easily understand and remember.
3. **Stay Out of Court:** Don't use, borrow, or change any famous brand names. Large companies often sue small businesses who use similar names to theirs, and they almost always win!
4. **Don't Make it Hard to Spell:** Test the name by asking a few other people to spell it. Avoid hard words to spell like: experience, intelligence, jewellery, millennium, and personnel—these are a few of the top 100 most misspelled words.

Business Colour List

WHITE – Innocent, Pure, Clean, Refreshing

BLACK – Power, Strength, Bold, Elegant

GOLD – Wealth, Class, Elegant

BLUE – Confidence, Power, Strength, Fresh, Clean

RED – Heat, Fire, Love, Energy

YELLOW – Happiness, Warmth, Summer

GREEN – Money, Nature, Health, Wealth

BROWN – Earth, Wood, Warmth, Richness, Solid

ORANGE – Warmth, Fun, Health, Cheer

PINK – Feminine, Romance, Innocence, Childish

PURPLE – Royal, Luxury, Wealth, Spiritual, Romance, Softness

Paradigm Shift
BUSINESS GROWTH COURSE

PLANNING ADVERTISING AND PROMOTIONS

Session Overview

Affirmation and Follow-up: 1 minute
Advertising and Promotions: 4 minutes
Kinds of Advertising: 10 minutes
Kinds of Promotions: 7 minutes
Weekly Challenge and Close: 3 minutes
Total Time: 25 minutes

Theme Connections

Character
Work ethic
Planning business growth
Relationships with others

Supplies Checklist

- Name tags
- Whiteboard or flip chart
- Whiteboard markers or permanent markers
- Whiteboard eraser
- Pens
- Prestick
- Flower Business Flyer visual (4)
- Tablecloth Promotion visual

Preparation

- Put on a name tag and make sure all facilitation staff have one on as well.
- Write necessary text on the board.
- Put necessary materials on the tables.
- Place Prestick on the back of the Tablecloth Promotion visual so it is ready to post.
- Give one Flower Business Flyer visual to each Table Trainer.

Write on the board:

PLANNING ADVERTISING AND PROMOTIONS

Key Terms

- Advertising
- Promotion

Affirmation and Follow-up: 1 minute

1. Affirm an entrepreneur by picking a specific example of something he/she has done well and share it with the training room.
2. **AT:** “Our Weekly Challenge from last session was to do some Networking. Who would like to share how they were able to do Networking this week? Did you make at least one new contact?”
3. Wait for an entrepreneur to answer.
4. **WBK:** Take a moment to ensure the entrepreneurs are on the Workbook page entitled “Planning Advertising and Promotions.”

Advertising and Promotions: 4 minutes

1. “Today we will be talking about Advertising and Promotions.”
2. “Let’s start by thinking about the difference between Advertising and Promotions.”
3. **VISUAL:** Point to the Key Term on the board.
4. “**Advertising** means how I draw attention to my business to get more customers. It is how I get word out about my business.”
5. “Examples of Advertising are newspapers, word of mouth, flyers, signs, etc.”
6. **VISUAL:** Point to the Key Term on the board.
7. “**Promotion** means a specific event or special that brings people in for a product or service.”
8. “Examples of Promotions are discounts on certain products or services, buy two get one free, get one free if you refer other customers, frequent customer rewards cards, etc.”
9. “Do you remember our Oranges sign from the *Business Experience Course*? It said the Oranges were a special price so the buyer would get more oranges for less money.”
10. **AT:** “What kind of Advertising was it?”
11. Wait for the answer: Sign, board or banner.
12. **AT:** “What kind of Promotion was it?”
13. Wait for the answer: Discounted price.
14. **WBK/TG:** “Let’s look at the list in our Workbooks at some different kinds of Advertising and some different kinds of Promotions. Then we can add our own ideas to the lists.”
15. TTs read the lists of examples out loud. Ask the entrepreneurs if they have any suggestions to add.

Kinds of Advertising: 10 minutes

1. “When deciding on Advertising, we need to ask a few important questions before we spend our money.”
2. **WBK:** “Let’s take a look at the Key Questions for Advertising in our Workbooks.”
3. Read the following points out loud.
 - Is it going to reach my Target Market?
 - What are the costs of Advertising?
 - How many people will see it?
 - How many new customers or sales will I gain?
 - Will it mean more business?
4. “Now let’s look at an example. On each of our tables is a Flower Business Flyer.”
5. “Let’s say I sell potted flowers and am thinking about Advertising by creating flyers. I’ll give the flyers to my customers to give to their friends who need flowers.”
6. **TG:** “In our Table Groups, let’s ask the questions in our Workbooks about this example.”
7. TTs lead this but move it along quickly. Suggest the answers if they are not offered right away.
 - Are the flyers going to reach my Target Market?
 - Wait for the answer: Yes, because the customers will know which of their friends needs them.
 - What are the costs of Advertising to make the flyers?
 - Wait for the answer: Maybe printing 200 flyers would cost R 100. (That’s pretty cheap for Advertising.)
 - How many people will see my flyers?
 - Wait for the answer: Some of the flyers will get thrown away by customers who don’t care, so maybe half of the people will read them, which is about 100.
 - How many new customers or sales will I gain because of the flyers?
 - Wait for the answer: Maybe a quarter of those customers will come to see my business, so about 25.
 - Will the flyers mean more business?
 - Wait for the answer: Yes!
8. **AT:** “Is this form of Advertising a wise idea for my business?”
9. Wait for the answer: Yes, because it will reach my Target Market and does not cost very much.
10. “Remember, we need to ask these questions every time we think about trying a new kind of Advertising. If the answers to the questions do not result in more business, we probably should try a different kind of Advertising.”

Kinds of Promotions: 7 minutes

1. “When deciding what Promotion to offer, we also need to ask a few important questions before we spend our money.”
2. **WBK:** “Let’s take a look at the Key Questions for Promotions in our Workbooks.”
3. Read the following points out loud.
 - What is the reason for this Promotion? (Ex: Promote a new product, reach possible new customers, get more sales from old customers, etc.)
 - Is it going to increase my profits? (Ex: We may have to spend some money at first to gain new customers and increase our profits, etc.)
 - Is it showing off the Distinctives that matter most to my Target Market? (Ex: Good rate, a good quality, a unique product or service, etc.)
 - Will it harm the image of my business? (Ex: Make sure it is done well, doesn’t reflect negatively on anything, doesn’t talk badly about my Competition, etc.)
4. “Let’s say that I have a business making and selling tablecloths and my Total Costs for producing them are R 75, so I sell them each for R 150 (Markup = Cost x 2).”
5. **VISUAL:** Post the Tablecloth Promotion visual on the wall.
6. “Now, I need to get rid of some extra stock, so I decide to have a Promotion. I want to put up a sign that says that all tablecloths are on sale for R 100.”
7. **TG:** “In our Table Groups, let’s ask the questions in our Workbooks about this example.”
8. TTs lead this but move it along quickly. Suggest the answers if they are not offered right away.
 - What is the reason for this Promotion?
 - Wait for the answer: The reason is to sell as much extra stock as possible to make room for new products and to still make a profit.
 - Is this Promotion going to increase my profits?
 - Wait for the answer: Yes, because old customers will buy them since the tablecloths are a good price. Also new customers will buy the tablecloths because they are discounted.
 - Is my sign for the sale showing off the Distinctives that matter most to my Target Market?
 - Wait for the answer: Yes, the sign tells the Distinctives of the tablecloths—that they are high quality.
 - Is there anything about this Promotion that could harm the image of my business?
 - Wait for the answer: No, but it is good the Distinctives are on the sign, so people will not think they’re on sale because they are bad quality.
9. **AT:** “Is this a good Promotion if my business wants to get rid of old stock? Will I still make a profit on the sale of the tablecloths?”
10. Wait for the answer: Yes, because the price is within my Negotiating Margin. If necessary, you can take this opportunity to remind the entrepreneurs that our Negotiating Margin is the range between our Total Cost and our Target Price.

TT TIP: Read the example without the information in parenthesis. Only use the examples if needed.

Weekly Challenge and Close: 3 minutes

1. “It is important to use different kinds of Advertising to tell our customers about our businesses and our Promotions. We should do this every few weeks or once a month.”
2. **WBK:** “Choose one form of Advertising and one form of Promotion and think about your ideas using the questions in your Workbook to see if they are good ideas.”
3. “If it turns out not to be a good idea, pick a new one and try again.”
4. “Do this until you find a great Advertising idea that you can afford and a great Promotion idea that will result in getting more business.”
5. “Well done, everyone! Hopefully today has helped you think about different ways in which you can advertise and promote your business.”
6. “If we weren’t able to finish the questions in our Workbooks, our Weekly Challenge will be to finish them and choose one kind of Advertising and one kind of Promotion to use for our businesses this month.”
7. “Next week’s session will be on where we buy our Raw Materials.”

<p>TT TIP: If there is time, let people share what they discovered.</p>
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PLANNING ADVERTISING AND PROMOTIONS

Key Terms

- **Advertising:** How I draw attention to my business to get more customers
- **Promotion:** A specific event or special that brings people in for a product or service

Key Questions for Advertising

1. Is it going to reach my Target Market?
2. What are the costs of Advertising?
3. How many people will see it?
4. How many new customers or sales will I gain?
5. Will it mean more business?

Key Questions for Promotions

1. What is the reason for this Promotion?
2. Is it going to increase my profits?
3. Is it showing off the Business Distinctives that matter most to my Target Market?
4. Will it harm the image of my business?

Examples of Advertising

- Signs
- Flyers/Pamphlets
- Business cards
- Free samples
- Word of mouth
- Posters
- Websites
- Sales calls
- SMSes
- Emails
- Newspaper adverts
- Newspaper articles (get a writer to write an article about your business)
- Newsletters to former customers listing new products and specials



Examples of Promotions

- Buy 2, Get 1 Free
- Frequent Customer Rewards Card (buy 10 items, get one free)
- Get ___% off all or certain items during these dates _____
- Refer ___ customers, get next item or service ___% off or free
- Contests
- Give aways (free small item with bigger purchase)
- Coupons

Weekly Challenge

Finish filling out the questions below.

PLANNING ADVERTISING AND PROMOTIONS

My Advertising for this month: _____ **Date to begin:** _____

1. Is it going to reach my Target Market?

2. What are the costs of Advertising?

3. How many people will see it?

4. How many new customers or sales will I gain?

5. Will it mean more business?

My Promotion for this month: _____ **Date to begin:** _____

1. What is the reason for this Promotion?

2. Is it going to increase my profits?

3. Is it showing off the Business Distinctives that matter most to my Target Market?

4. Will it harm the image of my business?

Paradigm Shift
BUSINESS GROWTH COURSE
CREATING A MARKETING MIX

Session Overview

Affirmation and Follow-up: 1 minute
Introduction to Marketing: 7 minutes
Product: 3 minutes
Pricing: 3 minutes
Promotion: 5 minutes
Placement: 5 minutes
Weekly Challenge and Close: 1 minute
Total Time: 25 minutes

Theme Connections

Work ethic
Planning business growth

Supplies Checklist

- Name tags
- Whiteboard or flip chart
- Whiteboard markers or permanent markers
- Whiteboard eraser
- Pens
- Prestick
- Marketing Mix visual
- Purpose of Business visual

Preparation

- Put on a name tag and make sure all facilitation staff have one on as well.
- Write necessary text on the board.
- Put necessary materials on the tables.
- Place Prestick on the back of the Marketing Mix visual and post it on the wall.
- Place Prestick on the back of the Purpose of Business visual so it is ready to post.

Write on the board:

CREATING A MARKETING MIX
Key Terms
<ul style="list-style-type: none">• Marketing• Advertising• Promotion
Four Ps of a Marketing Mix
<ul style="list-style-type: none">• Product• Pricing• Promotion• Placement

Affirmation and Follow-up: 1 minute

1. Affirm an entrepreneur by picking a specific example of something they've done well and share it with the training room.
2. **AT:** "Our Weekly Challenge from last session was to complete everything in our Workbooks so far. Was everyone able to do that?"
3. Wait for the response.
4. **WBK:** Take a moment to ensure the entrepreneurs are on the Workbook page entitled 'Creating a Marketing Mix'.

Introduction to Marketing: 7 minutes

1. "Today we are going to discuss making a marketing mix."
2. **VISUAL:** Point to the Key Term on the board.
3. "**Marketing** means ways I promote my business."
4. **VISUAL:** Point to the Four Ps of a Marketing Mix on the board.
5. "When we talk about Marketing, we must think about the Four Ps of a Marketing Mix."
6. **WBK:** "These Four Ps are also in our Workbooks. The Four Ps stand for: Product, Pricing, Promotion and Placement."
7. **VISUAL:** Point to the Four Ps of a Marketing Mix on the board.
8. "**Product** means how my product or service meets a need in the community."
9. "We have already explored the Purpose of Business."
10. **VISUAL:** Post the Purpose of Business visual on the wall and point to it.
11. **AT:** "Who remembers the Purpose of Business?"
12. Wait for the answer: The Purpose of Business is to fill a need in the community better than the Competition.

13. "In the *Business Experience Course*, we made a list of the needs in our community. We also made a list of our own Business Distinctives. This means we know how our products and services fill a need in the community better than the Competition."
14. **AT:** "Who can tell us a Business Distinctive of one of your products or services?"
15. Wait for one entrepreneur to answer.
16. **VISUAL:** Point to the Four Ps of a Marketing Mix on the board.
17. "**Pricing** means how I know my price is the right price for me and my customer."
18. "Each of us have worked on pricing our products to be sure we are earning good Profits."
19. **VISUAL:** Point to the Four Ps of a Marketing Mix on the board.
20. "**Promotion** means how I brand, advertise and sell my products or services."
21. "In this course, we have also learnt about Branding. We chose our Business Names, Business Slogans, Business Colours and Business Logos."
22. **AT:** "Who can tell me their Business Colours?"
23. Wait for one entrepreneur to answer.
24. **VISUAL:** Point to the Key Terms on the board.
25. "We have also talked about Advertising and Promotions. We said that Advertising is how I draw attention to my business to get more customers. And a Promotion is a specific event or special that brings people in for a product or service."
26. **VISUAL:** Point to the Four Ps of a Marketing Mix on the board.
27. "**Placement** means where my products or services are sold to my customers."
28. "Now let's put these Four Ps together to create a Marketing Mix."

Product: 3 minutes

1. "Let's explore the first P—Product."
2. "We should always be changing our business products and services to meet our customers' needs better than our Competition. That means our Business Distinctives will change as well."
3. "Remember, our Business Distinctives can't be general, like saying we sell 'good stuff.' We need to know what makes our products or services more valuable than what our Competition is selling."
4. **WBK/IP:** "Find a partner and discuss a few Business Distinctives you want to add to your business."

Pricing: 3 minutes

1. "Now, let's explore the second P—Pricing."
2. "Many of us have changed our prices because we realised they were too high or too low."
3. "Some of us still have some work to do to re-price our products or services to be sure we are making a good Profit."
4. **WBK/IP:** "Now, with a different partner, share some changes you have made to your prices over the past few weeks. Discuss any changes you think you still need to make."

Promotion: 5 minutes

1. "Next, let's explore the third P—Promotion."
2. "We have discussed different ways of promoting our businesses."
3. "A few weeks ago we made a list in our Workbooks of different Advertising and Promotion ideas."
4. "We need to always be updating our Promotion strategy in order to get new customers and keep current ones."
5. **WBK/TG:** "In our Table Groups, let's quickly share what we want to do to promote our businesses this month. We can write these Promotions in our Marketing Mix."

Placement: 5 minutes

1. "Finally, let's explore the fourth P—Placement."
2. "Placement is also a very important part of our businesses."
3. "If our customers come to us to buy our products or services, we must be located somewhere that is easy for them to get to."
4. **WBK/TG:** "In our Table Groups, let's discuss ways we can make sure our customers know about our business and where to find it."

Weekly Challenge and Close: 1 minute

1. "Well done, everyone!"
2. "Every successful business has a Marketing Mix and we've just started creating mixes for our own businesses."
3. "Our Weekly Challenge is to finish filling out our Marketing Mixes in our Workbooks."
4. "Next week's session will be on ways to improve our selling."

CREATING A MARKETING MIX

Key Terms

- **Marketing:** Ways I promote my business
- **Advertising:** How I draw attention to my business to get more customers
- **Promotion:** A specific event or special that brings people in for a product or service

Four Ps of a Marketing Mix

- **Product:** How my product or service meets a need in the community
- **Pricing:** How I know my price is the right price for me and my customer
- **Promotion:** How I brand, advertise and sell my products or services
- **Placement:** Where my products or services are sold to my customers



Product

My product or service fills a need in the community by:

My Business Distinctives:

Pricing

I have changed the pricing of these products or services in the past few months:

I still need to change or work on prices for these products or services:

CREATING A MARKETING MIX

Promotion

This month, I plan to promote my business in these two ways:

1) _____

2) _____

Placement

Ways I can make sure my customers know about my products or services and where to find them:

Weekly Challenge

Finish filling out my Workbook before next week.

Paradigm Shift
BUSINESS GROWTH COURSE

THE ART OF SELLING

Session Overview

Affirmation and Welcome: 1 minute
Introduction to Warm Markets and Cold Markets: 2 minutes
Warm Markets: 5 minutes
Cold Markets: 6 minutes
The Art of Selling: 10 minutes
Weekly Challenge and Close: 1 minute
Total Time: 25 minutes

Theme Connections

Planning business growth
Relationships with others

Supplies Checklist

- Name tags
- Whiteboard or flip chart
- Whiteboard markers or permanent markers
- Whiteboard eraser
- Pens
- Selling Cartoon visual
- Ladies Handbag*

Preparation

- Put on a name tag and make sure all facilitation staff have one on as well.
- Write necessary text on the board.
- Put necessary materials on the tables.
- Place Prestick on the back of the visual and post it on the wall

Write on the board:

THE ART OF SELLING

Key Terms

- Warm Market
- Cold Market

Art of Selling Tips

- Make a you statement
- Make a big claim
- Tell the facts
- Help the customer picture it
- Make them feel good about what they buy

Affirmation and Follow-up: 1 minute

1. Affirm an entrepreneur by picking a specific example of something they've done well and share it with the training room.
2. **AT:** "Our Weekly Challenge from last session was to finish making a Marketing Mix. Who would like to share anything they learnt while making their Marketing Mix?"
3. Wait for an entrepreneur to answer.
4. **WBK:** Take a moment to ensure the entrepreneurs are on the Workbook page entitled: "The Art of Selling."

Introduction to Warm Markets and Cold Markets: 2 minutes

1. "Today we are going to discuss how to sell to our current customers and how to attract and sell to new customers."
2. "Let's call them our Warm Markets and our Cold Markets."
3. **VISUAL:** Point to the Key Term on the board.
4. "A **Warm Market** is customers who know about our businesses."
5. **VISUAL:** Point to the Key Term on the board.
6. "A **Cold Market** is possible customers who do not know about our businesses."
7. "When we think about how we advertise and how we sell, we have to treat our Warm Markets and Cold Markets differently."

Warm Markets: 5 minutes

1. "Let's talk about Warm Markets first."
2. **WBK/TG:** "In our Table Groups, let's brainstorm groups of people in our Warm Markets."
3. "The group of people we listed know who we are, what we do or sell and maybe a little about the quality of our businesses."
4. "In other words, if someone said our name or the name of our businesses, they would be familiar with it."

TT TIP: Groups in our Warm Markets may be one-time customers, repeat customers, family, close neighbours, friends, church members, etc.

5. Walk up to a table of entrepreneurs.
6. “Imagine these are some of my faithful customers. They each buy something from me once a month, so they are in my Warm Market.”
7. **AT:** “If I decide to send them an SMS to let them know about some new things I am selling, what information should the SMS have?”
8. Wait for the answers: Describe the products, Business Distinctives, prices, Promotions, etc.
9. **WBK:** “Let’s take a minute to write these ideas in our Workbooks.”
10. “I would not need to focus on telling people in my Warm Market where my business is located or what it sells, because they already know. They are interested in different information, like new products or services or Promotions I am offering.”

Cold Markets: 6 minutes

1. “Now let’s talk about Cold Markets.”
2. **WBK/TG:** “In our Table Groups, let’s brainstorm groups of people in our Cold Markets.”
3. “These groups of people do not know who we are, what we do, what we sell or the quality of our business products or services.”
4. “In other words, if someone said our name or the name of our businesses, they would not be familiar with it.”
5. “We all have opportunities to make new customers from our Cold Markets. It is important because they could become our customers in the future.”
6. Walk up to an entrepreneur.
7. “Imagine that _____ (say her name here) is one of my neighbours, but I’ve never met her before, and I think she could become one of my customers in the future.
8. **AT:** “What could I do to get to know her so I can tell her about my business?”
9. Wait for the answers: Introduce myself, find out about her and her family and give her a flyer for my business, etc.
10. **WBK/AT:** “What kind of information should go on a flyer I give to my Cold Market?”
11. Wait for the answers: Where my business is located, how to contact me, what I sell, what my Business Distinctives are, etc.
12. **WBK:** “Let’s take a minute to write these ideas in our Workbooks.”
13. “Well done! That information is important because our Cold Market doesn’t already know it like people in my Warm Market do.”

TT TIP: Groups in our Cold Markets may be neighbours we’ve never met, people we see at church but haven’t introduced ourselves to, people who walk past my business, friends of my customers, etc.

The Art of Selling: 10 minutes

1. “For both our Warm and Cold Markets, we need to understand how our customers think. We need to understand what makes them want to buy our products or services.”
2. **VISUAL:** Point to the Selling Cartoon visual on the board.
3. **WBK:** “Let’s look at the Selling Cartoon in our Workbooks.”

4. "At the beginning, we can see how our customers might feel when they first meet us or hear about our business. At the end, we can see what we hope they will feel by the end of their conversation with us."
5. "In the middle, we see how we should handle the conversation to change the attitudes of our customers."
6. "To help me explain how this works, I need two female volunteers to come to the front."
7. Have the two entrepreneurs act out the following role play as you explain the stages of the Selling cartoon visual. (If you brought a handbag, give it to the entrepreneur playing the part of Grace, the seller.

"Let's say there is an entrepreneur named Grace, who will be played by _____, and she has a Cold Market customer, played by _____."

"This Cold Market Customer walks past Grace's business but doesn't want to talk to her, so Grace looks for something she can say to get the lady's attention, like, 'Hi there! What a smart dress you are wearing! You have a great sense of fashion!'"

Have the two entrepreneurs act out the scenario.

8. **VISUAL:** Point to the first box of the visual on the board.
9. "So we can see that Grace's Cold Market customer does not care about the business at first."
10. "By giving her an honest compliment, Grace **Makes a you statement** and gets the attention of the possible customer. Compliments always get people's attention because people like to feel good about themselves."

"Now the lady stops to talk to Grace. Grace introduces herself and says, 'I have a handbag that would go just perfectly with your dress and I promise it's something you can afford!'"

Have the two entrepreneurs act out the scenario.

11. **VISUAL:** Point to the second box of the visual on the board.
12. "So now, even if the lady doesn't really care what Grace is selling, Grace **Makes a big claim** about one of her products."
13. "By Making a big claim, Grace moves the woman from not caring to having her interest because the lady will want a handbag like that."

"But now she might Doubt that what Grace claims is true. That's when Grace picks up a handbag and says, 'This handbag has space for your cell phone, your cosmetics and your wallet.'"

Have the two entrepreneurs act out the scenario.

14. **VISUAL:** Point to the third box of the visual on the board.
15. "By doing this, Grace is **Telling the facts** about the product and showing its Distinctives. This convinces the woman that Grace's claim is true and that the handbag what she needs."

“Now the lady is convinced and thinks that it is the perfect handbag, but says she will wait to buy it until next week. So Grace has to help her to want it now! Grace says, ‘Just imagine walking into work tomorrow with this handbag—everything matching and looking so beautiful. Wouldn’t that be stunning?’”

Have the two entrepreneurs act out the scenario.

16. **VISUAL:** Point to the fourth box of the visual on the board.

17. “Here the woman is making excuses about why she can’t buy the bag now, so Grace has to help her customer **Picture it** so she will purchase the handbag today. Then the customer starts to desire the handbag.”

“You will be so excited to go to work tomorrow if you buy this bag today. I know you’ll be so glad you did buy it today instead of waiting for a full week! It’s really a great decision!”

Have the two entrepreneurs act out the scenario.

18. **VISUAL:** Point to the fifth box of the visual on the board.

19. “By **Making her customer feel good about what she buys**, Grace’s customer commits to buying it and pays for the handbag.”

20. “When this happens, the customer who was once in the Cold Market becomes a part of Grace’s Warm Market.”

21. Thank the volunteers.

22. **TG:** “Take a few minutes in your Table Groups to discuss the art of selling and the Selling Cartoon and ask any questions you might have. Also discuss how you plan to sell to your Warm Markets versus to your Cold Markets.”

Weekly Challenge and Close: 1 minute

1. “Well done everyone! Our Weekly Challenge is to practise the art of selling. Next week we will talk about how it went, so come back with a few examples.”

2. “Next week’s session will be on making a savings plan.”

THE ART OF SELLING

Key Terms

- **Warm Market:** Customers who have bought from me in the past year and anyone who knows about my business
- **Cold Market:** Possible customers who do not know about my business, my brand, my products or my services

Art of Selling Tips

- Make a you statement
- Make a big claim
- Tell the facts
- Help the customer picture it
- Make them feel good about what they buy

Groups of people in my Warm Market

Groups of people in my Cold Market

What information should I include in an SMS to people in my Warm Market?

What information should I put on flyer for people in my Cold Market?

Weekly Challenge

Practise the art of selling in my business.

THE ART OF SELLING



Make a

BIG CLAIM



Make them

FEEL GOOD



Make a

YOU STATEMENT



Help them

PICTURE IT

**The
Art of
Selling**



Tell the

FACTS