How Can I Sell More?

Lesson Plan

## Objectives:

* Apply marketing strategies: Identify the right customers, set competitive prices, and choose effective sales channels to grow their business.
* Define and communicate their Value Proposition: Clearly explain what makes their business unique and why customers should choose them over competitors.
* Build strong customer relationships and negotiate effectively: Retain customers, encourage repeat business, and secure better deals with suppliers and buyers.

## Agenda:

| **Section** | **Time** |
| --- | --- |
| 1. Welcome and introduction
 | 35 min |
| 1. Introduction to Marketing
 | 45 min |
| Break | 15 min |
| 1. Customer Segmentation – Identifying Your Best Customers
 | 85 min |
| Break | 15 min |
| 1. Pricing and Channels
 | 60 min |
| 1. Customer Relationships and Marketing Skills
 | 105 min |
| 1. Closing
 | 20 min |
| **Total** | **6 hours and 20 minutes**  |

## Before the session:

* The trainer should arrive at least 30 minutes before the start of the session to ensure the venue and all other needed materials are set up and in place.
* Room prepared in a U shape (ideally with tables and chairs) with printed participant workbooks and pencils for each entrepreneur.
* Stick posters to walls.
* Prepare sound and play welcome music (optional)
* Prepare visually appealing training flip charts in advance

**Materials for the session:

General:**

* Attendance list
* Name tags
* Equipment to play music (optional)
* Paper
* Markers
* Flipchart or whiteboard

**Printed Materials:**

* Business Model Canvas (BMC) template (printed or drawn on flipchart)
* Aisha’s Case Study (printed or digital)
* Scenario Role-Play Cards for the negotiation activity
* Satisfaction Surveys
* Optional: **Printed Scenario Role-Play Cards** (for negotiation exercise)

**Participant Supplies:**

* Paper
* Pens/Pencils

**Activity-Specific Materials:**

* **Charades Game Words** (written/printed cards for marketing-related words)
* **Cards or printed prompts** for segmentation, pricing, and sales channels exercises

## Lesson Plan

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### Section 1: Welcome and Introduction

**Objective:** Create a learning environment where participants are ready to learn; this includes framing the session topics, sharing the benefits of participating in this session, implementing an icebreaker, and developing a positive emotional connection to the subject matter.

**Time: 35 Min**

**Materials needed:**

* Attendance list
* Name tags
* Equipment to play music (optional)
* Paper
* Markers
* Flipchart or whiteboard
* List of words to act on the Charades Icebreaker

| Time | Activities |
| --- | --- |
| 10 Min | Registration and Welcoming* INVITE entrepreneurs into the room
* ASK them to sign the attendance list
* PROVIDE name tags to participants and ASK them to write their names and wear them
* GREET the participants and WELCOME them to the session
* SAY:
	+ Welcome to a new session. We hope you’ll find today’s session exciting! We will discuss what you can do to sell more and understand the market better!
	+ Before we delve into today’s session, we will first do a short recap.
 |
| 10 Min | Session recap* ARRANGE the participants in a circle
* GRAB paper and DO a ball with it
* ASK the following questions and let different people respond to each question. ENSURE both men and women are actively engaging:
	+ *What have you done differently in your businesses since the last workshop?*
	+ *What have you been able to deepen in the supply of goods/services?*
	+ *Who has decided what to do with their profits?*
	+ *Who has set savings goals?*
	+ *Who opened bank accounts to help manage their money?*
	+ *Who found out or already invested in savings products?*
* ASK if they have questions
* 🎤 **Facilitator reinforces:**
	+ *Every step forward, no matter how small, brings you closer to success. Today, we’ll continue building on what you’ve already learned!*
 |
| 10 Min.  | Icebreaker: Charades - Business Edition (10 min)**Objective:** Get participants thinking about today’s topic in a fun, engaging way.**Instructions:*** Split participants into **two groups**.
* Each group will take turns guessing **marketing-related words**.
* A volunteer acts out a word without speaking while their team guesses.
* You have to take time, no more than 30 seconds to guess each word. You have to be fast!
* The team that guesses the most words correctly **wins!**

**Words to act out:**✅ Customer ✅ Price ✅ Product ✅ Promotion ✅ Competitor ✅ Sales ✅ Advertising ✅ Branding🎤 **Facilitator wraps up:***Great job, everyone! The words we just acted out are all key concepts we’ll dive into today. Understanding these will help you attract more customers and grow your business!* |
| 5 min | Framing the workshop* FRAME the workshop:
	+ *Today, we will learn how to find more customers and sell more! Many businesses struggle because they don’t fully understand their customers. But did you know?*
		- *Businesses that understand their customers well can sell up to* ***60% more*** *than those that don’t!*
		- *Studies show that* ***price, quality, and trust*** *are the three biggest reasons customers choose where to buy.*
	+ *In this session, we will talk about marketing—how to understand your customers, set the right price, and promote your business in the best way. By the end, you’ll have ideas you can use immediately to grow your sales!*
* DESCRIBE the session’s agenda:
	+ By the end of this session, you will know what marketing is.
	+ How to find the right customers.
	+ How to set the right price.
	+ How to communicate and sell better.
* ASK
	+ Does this sound useful to your business?
 |

### Section 2: Introduction to Marketing

**Objectives:**

* Help participants identify the correlation between marketing and business performance.

**Time: 45 Min**

**Materials needed:**

* Flipchart & Markers (for writing participant responses and key concepts)
* Printed or written **marketing-related words** for the **Charades Game**
* Business Model Canvas (BMC) template (printed or drawn on flipchart)
* [Stories](https://docs.google.com/presentation/d/1x4b8qf4UKnAc5IClCY7-RXZPVq-DdQoL7sgGuCENE54/edit?usp=sharing) for the good and bad marketing exercise

| Time | Activities |
| --- | --- |
| 15 Min. | Warm-up Discussion: What is Marketing?**Opening*** + ASK participants
		- Have you ever heard the word ‘marketing’? What do you think it means?
	+ **INVITE** 2-3 **participants** to share their thoughts.
	+ **WRITE responses on a flipchart** to capture their ideas.

**Development** * + **EXPLAIN**
		- Marketing is how we attract and keep customers. It is about understanding what customers need and making sure they choose your business instead of others.
	+ **SHARE** an example they can relate to - SEE a couple of suggestions below:
		- If you sell fish, marketing helps you decide: Who will buy my fish? Where do they buy? How much should I charge? How do I tell them about my fish?
		- A woman selling coconut oil needs to decide: Will she sell to hotels, shops, or directly to customers? Does she sell small bottles for families or big ones for businesses? Will she sell at the market or through WhatsApp?
	+ **REPLACE** the examples if you are working with different value chains.
	+ **SAY:**
		- To sell more, you need to answer these 3 questions.
	+ **WRITE** the questions on the flipchart or board and READ them out loud:
		- **Who are my customers?** Not everyone will buy from you, so you need to know who needs your product the most!
		- **What do they want?** People don’t just buy products—they buy solutions!
		- **How do I reach them?** You need the right price, place, and way to communicate with them!
	+ **ASK:**
		- Can you think of a business that does marketing well? What do they do differently? (Encourage a few responses.)

Closing:*SAY:*Marketing is not just selling—it’s understanding what people need and making sure they choose your business. If you can answer these 3 questions well, you’re already on the path to growing your business! |
| 10 min | Segmentation, Targeting, and Positioning (STP)**Opening*** **ASK:**
	+ Can you sell your product to everyone? Why or why not?
* **ENCOURAGE** 2–3 responses.

**Development*** **EXPLAIN:**
	+ Successful businesses don’t try to sell to everyone. Instead, they focus on the right customers and position their products to meet their needs. This is called STP—Segmentation, Targeting, and Positioning.
* **WRITE** on the flipchart and **READ** out loud
	+ **Segmentation:** Dividing customers into groups based on things like age, location, or needs.
	+ **Targeting:** Choosing which group is best for your business.
	+ **Positioning:** Making your business stand out to that group**.**
* **SAY**
	+ For example:
		- A fisherman in Mombasa could sell fish to restaurants, families, or traders. If he targets families, he may offer smaller portions at lower prices. If he targets restaurants, he may sell in bulk. This is targeting!
	+ **ASK**
		- Can you describe two types of customers who buy your product? How are they different?
	+ **LISTEN** to two to four responses. **ENSURE** both women and men are encouraged to share their experiences and opinions.

**Closing*** **SAY**
	+ Not everyone is your customer! Focus on the right people, and you will sell more!

 |
| 20 Min. | Activity: Good & Bad Marketing **Opening** * + Now, let’s put what we’ve learned into practice! We will look at two businesses—one that does marketing well and one that doesn’t. Let’s see what makes the difference!

**Development*** Divide participants into small groups.
* Give each group [two short stories:](https://docs.google.com/presentation/d/1x4b8qf4UKnAc5IClCY7-RXZPVq-DdQoL7sgGuCENE54/edit?usp=sharing)
	+ Story 1: A business that understands its customers and sells well.
	+ Story 2: A business that does not market well and struggles.
* ASK the group to take 10 minutes to discuss among them:
	+ What did the first business do right? What mistakes did the second one make? What can we learn from these stories?
* Each group shares one key lesson with everyone. For example:
	+ Amina understood her customers, adjusted her product, and used simple ways to reach more people. That’s good marketing!
	+ Ali does not listen to his customers or make it easier for them to buy. Without good marketing, even the best fish won’t sell!

**Closing*** **RECAP:**
	+ Marketing is about planning! If you understand your customers, price your products well, and reach them correctly, your sales will grow!
	+ A business without marketing is like a boat with no paddle—it won’t go far!
	+ Now that we understand marketing let’s go deeper! We will look at identifying the right customers and creating a strong value proposition—so they choose YOUR business over others! Are you ready?
 |

### 20 MIN BREAK

### Section 3: Customer Segmentation and Value proposition

 **Objectives:**

* Help participants identify how to focus on the right customers to grow their business.
* Teach participants how to define their Value Proposition—what makes their business stand out.
* Help participants define their own Value Proposition and apply it to their Business Model Canvas (BMC).

**Time: 85 Min**

**Materials needed:**

* Flipchart & Markers
* Printed or digital **Aisha’s Case Study**
* Business Model Canvas (BMC) template (printed or drawn on flipchart)
* Paper & Pens for participants to write their customer segments

| Time | Activities |
| --- | --- |
| 10 min | Customer segments**Opening** * **SAY**
	+ Imagine two people come to buy from you. One is a parent shopping for their family, and the other is a business owner buying in bulk. Do they want the same things?
* ASK 2–3 participants to answer.
* WRITE responses on a flipchart. Some possible answers:
	+ - *The parent wants small portions; the business owner wants bulk.*
		- *The business owner may want a discount for buying more.*
		- *The parent may care more about quality; the business owner cares about profit.*
* **SAY**
	+ Not all customers are the same! If you try to sell to everyone in the same way, you will struggle. That’s why we group customers into different segments.

**Development*** **SAY**
	+ *Customer Segmentation means dividing your customers into groups based on things like:*

**✅** Demographics: Age, gender, location, income level.✅ Buying Behavior: Do they buy frequently or only once in a while? Do they buy in small or large quantities?✅ Needs: What problem are they trying to solve?* **PROVIDE** an example:

*For Example: A fish seller may have three customer segments:** *🏠 Families – Want small portions, fresh fish, good price.*
* *🍽️ Restaurants – Need bulk orders, fast delivery, and consistency.*
* *🏪 Retailers (Resellers) – Want the lowest price to resell at a profit.*

**Closing*** We will read the case of Aisha, an entrepreneur like you, her story will help us get a deeper understanding of the marketing concepts we are learning today!
 |
| 15 min | Aisha’s Case Study* **REQUEST** for one volunteer to step forward for the exercise.
* **INSTRUCT** the volunteer to read Aisha's case study to the group.
* **SHOW** the customer segments block on the B-Canvas
* **ASK** the following questions. **COLLECT** no more than 3 answers:
	+ **Who do you think Aisha’s customers are?** *(Encourage responses.)*
* *Possible answers:* Fishermen, seafood traders, restaurant owners, households.
* **Can we group them into segments?** *(Encourage participants to categorize them.)*
	+ *Possible answer:*

**Segment 1: Fishermen** – Need a place to store their catch to sell later.**Segment 2: Restaurants & Hotels** – Need a steady supply of fresh seafood.**Segment 3: Households** – Want small portions for daily meals.* **How do their needs differ?** *(Encourage comparisons.)*
	+ *Example answer:*Fishermen want **affordable storage close to their boats.**Restaurants want **reliable supply and high-quality fish.**Households buy in **small amounts and prefer fresh fish.**
* **Closing**
	+ **ASK** if there are questions
	+ **SAY**
		- Aisha’s business will not serve everyone the same way. She needs to focus on the most critical customers—probably the fishermen first because they bring the product to her storage facility. This is segmentation! Now let’s apply it to your business!
 |
| 20 min | Apply Customer Segmentation to Your Business* **HELP** participants identify their own customer segments and apply it to their Business Model Canvas (BMC).
* **ASK** participants to write down at least two customer segments for their business.
* **GIVE** them 10 minutes
* **PAIR** them up and have them share their customer segments with a partner for another five minutes
* **ASK** 2–3 volunteers to share their work with the group.

**Closing*** **SAY**
	+ Knowing your best customers helps you focus your time and energy where it matters most. The more you understand them, the better you can serve them!
	+ Not everyone is your customer! Focus on those who need your products or services the most.

 |
| 20 Min. | Your value proposition**Opening:** * **SAY**
	+ Think about the last time you bought something—maybe food, clothing, or a service. Why did you choose that seller instead of another?
* **POINT** out the value proposition block on the B-Canvas
* **GIVE** participants 1 minute to think.
* **ASK** 3–4 volunteers to share their answers.
* **SAY**
	+ People buy for different reasons—sometimes because of price, quality, and sometimes the seller’s reputation. Understanding this helps us attract more customers!

**Development*** **SAY**
* A Value Proposition is why customers choose YOUR business over others. It answers three key questions:
	+ What problem do you solve for your customers?
	+ What makes your product or service special?
	+ Why should customers buy from YOU instead of someone else?
* **WRITE** the questions on the flip chart.
* **SAY**
	+ Let’s look at Aisha’s business. She saw a problem—fishermen were losing valuable fish because they had no cold storage nearby. She solved this by creating a cold storage business near the beach.
* **ASK** the following questions. **COLLECT** no more than 3 answers:
	+ What problem is Aisha solving for her customers?
		- Possible answers: Fishermen were losing fish due to lack of cold storage; traders had no way to store high-value seafood.
	+ What makes her business special?
		- Possible answers: It’s close to the fishing area, making it easy for fishermen to use. It prevents waste and helps fishermen earn more.
	+ Why should customers choose her instead of others?
		- Possible answers: Her storage is closer than other options, it reduces losses, and helps them sell at better prices instead of throwing away spoiled fish.

**Closing*** **ASK** if there are any questions about value proposition
* **SUMMARIZE**
* Aisha’s business is successful because she solves a real problem. Her Value Proposition is: 'We provide affordable, nearby cold storage that helps fishermen keep their catch fresh, reducing waste and increasing their income.' Every business needs to define what makes them special!
 |
| 20 min | Apply Value Proposition to Your Business **Opening:*** **SAY**
	+ Now, let’s identify what makes your business stand out and define your business value proposition!

**Development*** **ASK** participants to write down their value proposition by answering the questions on the flipchart:
	+ What problem do I solve for my customers?
	+ What makes my product or service special?
	+ Why should customers buy from me instead of someone else?
* **GIVE** them 10 minutes
* **PAIR** them up and have them share their customer segments with a partner for another five minutes
* **ASK** 2–3 volunteers to share their work with the group.

**Closing*** **SAY**
	+ Your Value Proposition is what makes customers choose you. If you can explain it clearly, you will attract more buyers and grow your business!
	+ If you don’t know why customers buy from you, it’s hard to grow your sales!
 |

### Section 4: Pricing and Channels

**Objective:**

* Help participants assess how pricing affects sales and how to set the right price for their products or services.
* Teach participants how to set prices based on value, costs, and customer perception.
* Help participants identify the best way to **reach their customers and increase sales** by selecting the right sales channels.
* Help participants select the best sales channels for their business and apply it to their Business Model Canvas (BMC).

**Time: 60 min**

**Materials needed:**

* Flipchart & Markers
* Business Model Canvas (BMC) template (printed or drawn on flipchart)
* Printed or digital Aisha’s Case Study
* Paper & Pens for pricing analysis exercise

| Time | Activities |
| --- | --- |
| 15 min | How Do You Set Your Prices? **Opening*** **ASK**
	+ Think about one product or service you sell. How did you decide the price?
* **GIVE** participants 1 minute to think.
* **ASK** 2–3 volunteers to share their answers.
* **WRITE** key responses on a flipchart. Some would be:
	+ I checked what others were charging.
	+ I just guessed.
	+ I calculated my costs and added a little profit.
	+ Customers told me what they were willing to pay.
* **SAY**
	+ Many small businesses struggle with pricing. Some charge too little and lose money; others charge too much and lose customers. Let’s look at how to set the right price!

**Development*** **SAY:**
	+ Pricing is not just about covering costs—it’s about what customers are willing to pay. The right price depends on three things:
		- Costs: The price must be higher than what it costs you to make or buy the product.
		- Competition: If your price is too high compared to others, customers may go elsewhere.
		- Customer Perception: People will pay more if they believe your product has more value**.**
* **WRITE** them on the flipchart
* **DISCUSS**  Aisha’s Pricing Strategy
* **SAY:**
	+ Let’s look at Aisha’s cold storage business. She had to decide how much to charge fishermen to store their fish. What do you think she considered when setting her price?
* **ASK** the following questions. **COLLECT** no more than 3 answers:
	+ What costs does Aisha have to cover? (Encourage responses.)
		- Possible answers: Electricity for refrigeration, maintenance, rent, labor.
	+ Who are her competitors? What prices might they charge?
		- Possible answers: Other storage facilities far away might charge lower prices.
	+ How can she add value so customers will pay more?
		- Possible answers: Location close to the fishing area saves fishermen time and money.

**Closing*** **SUMMARIZE:**
	+ Aisha needed to balance costs, competition, and value. If she charges too little, she won’t make enough profit. If she charges too much, fishermen won’t use her service. The best price is one that makes a profit while keeping customers happy!
* **SAY:**
	+ Now let’s apply pricing analysis to one of your products or services!
 |
| 15 min | Apply Pricing Strategies to Your Business**Opening:*** **SAY**
	+ Now, let’s apply pricing analysis to one of your products or services!

**Development*** **ASK** participants to choose one product or service they sell:
* **HAVE** them writing down:
	+ What it costs them to make/buy the product.
	+ What competitors charge for similar products.
	+ How their product provides extra value.
* **GIVE** them 10 minutes
* **ASK** 2–3 volunteers to share their work with the group.

**Closing*** **SAY**
	+ Your price should cover costs, be competitive, and match the value your customers see. Finding the right balance will help your business grow!
	+ Price is not just about cost—it’s about how much customers are willing to pay!
 |
| 15 min | Choosing the Right Sales Channels – Where Do Customers Find You? **Opening:*** **SAY**
	+ Think about your business. How do you currently sell your products or services? Do customers come to you, or do you reach out to them?
* **GIVE** participants 1 minute to think.
* **ASK** 2–3 volunteers to share their responses.
* **WRITE** key responses on a flipchart:
* **Possible answers from participants:***I sell at the local market.Customers come to my shop.I take orders by phone/WhatsApp.I deliver products to customers.*
* **SAY**
	+ Customers buy in different ways—some prefer shopping in person, others like convenience. If you don’t sell where your customers are, you may lose sales!

**Development*** **EXPLAIN**
	+ A sales channel is how a business delivers its product or service to customers. Some businesses sell directly, while others use third parties.
* **POINT OUT** the channels block in the B-Canvas
* **EXPLAIN** that there are different types of sales channels:
	+ - Direct Sales: Selling from a physical shop, at a market, or door-to-door.
		- Online Sales: Using WhatsApp, Facebook, Instagram, or a website to take orders.
		- Partnerships: Selling through retailers, resellers, or other businesses.
		- Delivery Services: Reaching customers through home delivery.
* **SAY**
	+ Let’s look at Aisha’s cold storage business. What do you think are the best ways for her to reach her customers?
* **ASK** the following questions. **COLLECT** no more than 3 answers:
	+ Where are Aisha’s customers (fishermen) located? (Encourage responses.)Possible answer: At the beach or local fish markets.
	+ How can Aisha make it easy for them to use her service?Possible answer: Being close to the fishing area and offering easy drop-off and pickup.
	+ What other channels could she use to reach more customers?Possible Answers: Partnering with seafood traders, using WhatsApp for orders, and working with transporters for fish delivery.

**Closing*** **SAY**
	+ Aisha’s best sales channels are direct sales (from her storage facility), partnerships (with traders and restaurants), and digital tools (WhatsApp for customer updates). This mix helps her serve more customers efficiently!
 |
| 15 min | Apply Sales Channels to Your Business**Opening:*** **SAY:**
	+ Now, let’s identify your best sales channels.

**Development*** **ASK** participants to write down at least two sales channels they use or want to use.
* **PAIR** them up and have them discuss how they could improve their sales channels by answering the questions:
	+ Where are they customers located?
	+ How it could be easier for them to use their services or acquire their products?
	+ Are there other channels that could be used to reach customers?
* **ASK** 2–3 volunteers to share their answers.
	+ Where are they customers located?
	+ How it could be easier for them to use their services or acquire their products?
	+ Are there other channels that could be used to reach customers?

**Closing:*** **WRAP UP**
	+ If you want to sell more, you need to be where your customers are. The right sales channel makes it easier for customers to find and buy from you!
 |

### Section 5: Customer Relationships and Marketing Skills

**Objective:**

* Help participants identify simple ways to **build trust and loyalty** so that customers return and recommend their business to others.
* Help participants understand how to negotiate effectively so they can get better deals with customers, suppliers, and business partners.
* Teach participants practical negotiation techniques

**Time: 105 Min**

**Materials needed:**

* Negotiation Strategies poster
* Poster of the key traits of a successful entrepreneur
* Flipchart & Markers
* Business Model Canvas (BMC) template (printed or drawn on flipchart)
* Printed or digital Aisha’s Case Study
* Paper & Pens for participants
* Optional: **Printed Scenario Role-Play Cards** (for negotiation exercise)

| Time | Activities |
| --- | --- |
| 15 min | Building Strong Customer Relationships – How to Keep Customers Coming Back **Opening*** **ASK**
	+ Think about a business you visit often—a shop, a market stall, a food vendor. Why do you keep going back?
* **GIVE** participants 1 minute to think.
* **ASK** 2–3 volunteers to share their answers.
* **WRITE** key responses on a flipchart. Some would be:
	+ They treat me well and remember my name.
	+ Their products are always fresh.
	+ They give me good deals or discounts.
	+ They listen to my needs.
* **SAY**
	+ Customers don’t just buy a product—they buy an experience. If they feel valued, they will return and tell others about your business!

**Development*** **SAY:**
	+ Keeping customers is cheaper than finding new ones. The best businesses build relationships, not just sales. Here’s how:
		- Good Communication: Always greet customers, listen to them, and ask for feedback.
		- Consistency: Deliver the same great product or service every time.
		- Personal Touch: Remember names and what customers like.
		- Loyalty Rewards: Offer small discounts or bonuses to repeat customers.
* **WRITE** them on the flipchart
* **DISCUSS**  Aisha’s Case
* **SAY:**
	+ Aisha knew that if fishermen trusted her, they would keep using her cold storage instead of going elsewhere. How do you think she built strong relationships with them?
* **ASK** the following questions. **COLLECT** no more than three answers:
	+ How could Aisha make fishermen trust her service? (Encourage responses.)Possible answers: By ensuring their fish is kept fresh, being reliable, and offering fair prices.
	+ What could she do to encourage repeat customers?Possible answers: Giving discounts to regular users, offering a referral program, and treating them with respect.

**Closing*** **SUMMARIZE:**
	+ Aisha built relationships by being reliable and offering extra value. The better you treat your customers, the more they will return!
 |
| 15 min | Apply Customer Relationship Strategies to Your Business**Opening:*** **SAY**
	+ Now, let’s apply Customer Relationship Strategies to Your Business

**Development*** **ASK** participants to reflect on the following questions:
	+ What is one thing I can start doing today to make my customers feel more valued? (E.g., greeting them by name, asking for feedback, following up on orders.)
	+ How can I encourage my customers to keep coming back? (E.g., offering small discounts for repeat buyers, creating a loyalty program, providing excellent service.)
	+ What is something I see successful businesses doing to build strong customer relationships that I can apply to my business? (E.g., personalizing interactions, being consistent, handling complaints well.)
* **PAIR** them up and let them share their reflections with a partner.
* **ASK** participants to write down ONE way to build stronger customer relationships.
* **ASK** 2–3 volunteers to share their answers.

**Closing*** **SAY**
	+ If you take care of your customers, they will take care of your business. A happy customer is the best marketing!
	+ Repeat customers are your best customers—keep them happy!
 |
| 15 min | Negotiation Skills – Getting the Best Deal **Opening:*** **SAY**
	+ Think about a time when you negotiated for something—maybe at the market, with a customer, or with a supplier. What happened? Did you bargain? How did you negotiate?
* **GIVE** participants 1 minute to think.
* **ASK** 2–3 volunteers to share their responses.
* **WRITE** key responses on a flipchart:
* **Possible answers from participants:***I asked for a lower price at the market.A customer tried to get a discount from me.I negotiated a better deal when buying stock in bulk.*
* **SAY**
	+ Negotiation is a skill we use every day in business. If done well, it can help you get better prices, close more sales, and build stronger relationships!

**Development*** **EXPLAIN**
	+ Good negotiation is not about fighting or lowering your price—it’s about showing value and finding a win-win solution. Here are five key strategies:
* **SHOW** Negotiation Strategies poster and **READ** strategies out loud
	+ **📖Know Your Numbers:** Before negotiating, understand your costs and the lowest price you can accept.
	+ 💝 **Show Value, Not Just Price:** Instead of just giving a discount, explain why your product or service is worth the price.
	+ 🚶 **Be Willing to Walk Away:** If a deal is unfair, sometimes saying no is the best option.
	+ 👂 **Listen First:** Ask the other person what they need before making an offer.
* ✅ **Offer Options:** If a customer wants a discount, offer a deal that benefits both sides (e.g., buy in bulk, refer a friend, pay in advance).
* **SAY**
	+ Let’s look at Aisha’s case one more time. Aisha had to set fair prices for her cold storage business. Some fishermen asked for lower prices. How do you think she handled it?
	+ **ASK** the following questions. **COLLECT** no more than 3 answers:
		- What do you think Aisha should do if a fisherman asks for a discount? (Encourage responses.)

Possible answers: Offer a bulk discount, explain the benefits of her service, negotiate based on long-term use.* + - How could Aisha show that her service is valuable?

Possible answers: Remind fishermen that her service prevents waste and increases their income by keeping fish fresh longer.**Closing*** **SAY**
	+ Aisha didn't just lower her price—she explained why her service was valuable and found ways to offer better deals instead of just discounts. This is good negotiation!
 |
| 20 min | Apply Negotiation Skills to your business**Opening:*** **SAY:**
	+ We will now practice negotiation! You will work in pairs—one will be the business owner, and the other will be the customer or supplier. Your goal is to reach a fair deal using the strategies we just learned.

**Development*** SPLIT participants into pairs.
* ASSIGN each pair one of the two scenarios below. (They can also create their own if relevant to their business.):
	+ 🎭 **Scenario 1: A Customer Asking for a Discount**

📍 You sell fresh fish, and a restaurant owner wants to buy in bulk but asks for a big discount. If you give too much of a discount, you won’t make a profit. What will you do?* + 🎭 **Scenario 2: Negotiating with a Supplier**
	+ 📍 You buy coconut oil in large quantities for resale. You want a lower price from your supplier, but they refuse. How can you negotiate a better deal?
* **EXPLAIN** the following instructions:
	+ Participants take turns negotiating
	+ One plays the business owner trying to get a fair deal.
	+ The other plays the customer or supplier who wants the best price.
	+ After 2.5 minutes, they switch roles so both get practice.
* **ENCOURAGE them to use:**

✅ **Knowing Their Numbers** (*What is the lowest price they can accept?*)✅ **Showing Value** (*Why is their product/service worth the price?*)✅ **Offering Options** (*Can they offer bulk deals, referrals, or other benefits instead of discounts?*)* **GIVE** them 5 minutes then **STOP** the activity

**Closing:*** **ASK**
	+ *Was it easy or difficult to negotiate? Why?*
	+ *What strategy helped you get a better deal?*
	+ *What will you do differently in real-life negotiations?*
* **COLLECT** answers from 2–3 volunteers to share their experience with the group.
* **SAY**
	+ Good negotiation is not about lowering prices—it’s about showing value and finding a win-win deal!
 |
| 20 min | Key Traits of a Good Entrepreneur in Marketing**Opening:*** **SAY**
	+ Successful entrepreneurs don’t just have good products—they have the right **mindset and habits**. Let’s look at some key traits of a Good Entrepreneur in Marketing!

**Development*** **EXPLAIN**
	+ To attract and keep customers, a business owner needs more than just products—they need the right personal skills.
* **SHOW** poster of the key traits of a successful entrepreneur and **SAY**
	+ Here are five key traits of a successful entrepreneur in marketing:

✅ Confidence: Believe in your product and communicate clearly. (If you don’t believe in your product, why should customers?)✅ Creativity: Find new ways to attract customers. (Try different ways to sell, like using WhatsApp or partnering with other businesses.)✅ People-Oriented: Build relationships and listen to customer needs. (Customers like buying from people they trust and feel comfortable with.)✅ Results-Driven: Focus on increasing sales and making profits. (Know your goals and work towards them.)✅ Adaptability: Change when necessary to meet customer needs. (If something isn’t working, adjust your approach instead of giving up.)* **ASK:**
	+ *Which of these traits do you think helped Aisha succeed in her cold storage business?*
* **ASK** 2–3 volunteers to share their thoughts.
* **ENCOURAGE** them to connect the traits to their own businesses.
* **SAY:**
	+ Aisha’s success wasn’t just about her business idea—it was about how she adapted, connected with her customers, and stayed confident in her service
* **ASK** participants to take 5 minutes to reflect on these two questions and write their answers:
* *Which of these five traits do I already have?*
* *Which trait do I want to improve, and how will I do it?*
* **PAIR** them up and have them share their answers with a partner.
* **ASK** 2–3 volunteers to share their thoughts with the group.

**Closing*** **SAY**
	+ Business success is not just about having the best product—it’s about improving yourself as an entrepreneur. The more you develop these skills, the stronger your business will be!
	+ Marketing isn’t just about strategy—it’s also about YOU. The better you develop these skills, the more successful your business will be!
 |

### Section 6: Closing

**Objective:** Share final key takeaways and define next steps

**Time: 20 Min**

**Materials needed:**

* Flipchart & Markers
* Paper & Pens for action plan and peer accountability exercise
* Printed Satisfaction Surveys
* Attendance list for final check-in

| Time | Activities |
| --- | --- |
| 15 Min | Key Takeaways* SAY We’ve come to the finale of today’s workshop, I would love to hear from some of you:
	+ What are your main takeaways?
	+ How will what we discussed here today help your business and the ocean moving forward?
* LET 3 to 5 people share their answers
* SAY
	+ We’ve covered a lot today—from understanding your market and value proposition to pricing, sales channels, customer relationships, and negotiation. The key to success is applying what you’ve learned!

**Action Plan and Peer Accountability*** **SAY**
	+ Before we go, let’s do a final reflection:
	+ Write down their answers to these two questions:
		- What is one change I will make in my business after today’s session?
		- By when will I take this action?
	+ Choose a partner.
	+ One week from now, you’ll check in with them (via call, SMS, or in person) and you’ll ask
		- Did you take the action you committed to? What was the result?
* ASK if everyone has a partner
* SAY
	+ The best way to grow your business is to take action. Stay accountable to yourself and your partner, and keep learning!
	+ Thank you all for your participation and energy today! We believe in you and your businesses. Keep applying what you’ve learned, and we look forward to seeing your success!
	+ Let’s give ourselves a final round of applause
 |
| 5 Min | Next steps and survey* SHARE next steps and activities:
	+ Next peer learning session will be held on [XX] at [XX] hours
	+ Next workshop will be held on [XX] at [XX] hours
	+ [Other relevant information]
* SAY before we go, please help us filling out the satisfaction survey
* SAY Good bye and wish them well.
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