

A GUIDE TO CONDUCTING LAUNCHES SEMINARS, ETC.

Product Launches, Seminars and meetings are critical part of our work and a substantial portion of our investments.

“In most cases, a successful product launch determines whether a product will be successful or not.”

It is for this reason that we invest a substantial amount of resources in making successful product launches. It is therefore critical that we maximize our financial and time investment by generating the optimum results and meeting our pre-set objectives.

Below is a guide to help us plan and execute our events better.

A. Planning

a. Event Objectives

- Clear and measurable objectives must be defined, often these objectives have to be sales oriented, here are some objective categories
 - Quantitative
 - Sales Volume
 - Target number of attendees
 - Qualitative
 - Educating Customers (Farmers, carpenters)
 - Brand Awareness Campaign
- Don't hold events simply because “the budget is there”
- **Without any clear, measurable objectives -- Don't hold the Event**

b. Responsibilities and Roles

- Make sure team members know what to do and when
- Make a checklist - no room for “ I thought you were going to do this and that” – refer to the attached checklist.
- Involve only those that need to be involved -- if you don't have a significant role in the event, you're not needed there and should be doing something else.
- Avoid having more Jardine people than guests – this is not a place for free lunch or dinner

B. Pre-Event Preparation

**“Be like a Boy Scout,
Be prepared.”**

a. Preparing a Guest List

- Make sure people in the list are the target audience -- if we are targeting BLO's, qualify how many hectares they should be Farming to be invited. If we are targeting decision makers in hardware stores, qualify if they are indeed the decision makers or *if* they refer their decision to someone else – then invite that person.
- Filling up a room with non-target audience is a waste to time and money
- Make a first draft of the guests list, review and purge list as needed

b. Venue Selection

- Venue must be conducive to learning and listening. Avoid places that have distractions, noisy, warm, dark or too bright,
- Venue must be accessible to public transportation -- make it easy and convenient for our guests.

c. Sending out Invitations

- Make sure invitations have complete details, time, venue, date, contact person, etc.
- Send out invitations ahead of time, preferably one week before the event
- Specify in the invitation how many seats are reserved for them – avoid bringing the whole barangay with them
- Ask them to bring the invitations to the event, this way we will not get drivers or helpers attending for their bosses. These days, we already have invitations with meal coupons to avoid hangers on.

d. Get the Dealers Involved

- We must strive to make the Distributors and Dealers appreciate that the product launch or seminar is in support of their businesses.
- Give them a role. Have them set up a selling table at the venue if possible and applicable. (For CS, invite and get the cooperation of the dealers' salesmen, and ask for their help in getting STO-especially if there is a TONIGHT SPECIAL Promo).
- Make them “heroes” during the event, acknowledge them as if they were sponsoring the event themselves. It is critical in our business that the Distributor or Dealer has an active role in promoting our products.

By giving them a significant role in the product launch, we are locking in their support. More importantly, the Farmers/hardware stores will know where to buy our products

e. Follow Up

- Sales Person in charge, (Area Managers and Agronomists, SMR's) should follow up invitees e.g. end -users and Dealers, preferably a day or two before the event. If you do this too early, the guests may forget again, any later the Farmers/guests may not be ready to make arrangements.

C. Event Proper

a. Merchandise

- Be generous in merchandising the venue. Be festive! If it's a product launch, make them feel it's a product launch. The moment the Customer or Dealer walks into the venue, he must feel that something big is about to happen.
- Your audience must be exposed to merchandising materials at every turn.
- But avoid placing materials in "unglamorous" places e.g. toilet, waste bins, etc. We don't want the audience to associate our products with "garbage".
- If possible, merchandize as well outside the venue. Like hang your WELCOME streamer at the façade of the restaurant or hotel if allowed and applicable. This will make your event look bigger not only to your invitees but even to those who pass by.

"First impression lasts."

b. Display Our Products

- Allow the Farmers/ guests to practically "jump over" your displays. Position the displays in areas where they won't miss it, preferably near the entrance or registration table.
- Better if guests have to literally "go around" your display.
- Let them touch, read, "handle" the product but have someone ready to assist. Have one of the guys standing near the display if possible.
- Displays must be "big". Show several bottles and all pack sizes. Show them we are proud of our product and are willing to show off.

c. Registrations

- Use registration coupons instead of guest book. This way, the guests will have time to complete the forms at their tables.
- To make sure that all will submit complete forms, announce a raffle of small premium items and that “only completely filled up registration coupons” will qualify. This takes the place of “drop your name cards for the raffle” that other establishments normally use.
- One of the more important outputs of a Product Launch is the information we are getting from the Customers. This information goes to our database and helps us plan future marketing efforts

A Product Launch can be considered a failure if we fail to get complete, accurate information about our guests!

- To ensure we get the right information;
 - Have our Sales Team standing by at the registration table to ```` help Customers fill up the forms.
 - Prepare pens at the registration table, let's not assume the Customers brought one with them.
 - Review filled up forms and asks Customers to complete details if needed.

d. Table Set Up

- Arrange the table so that ALL guests will have a clear view of the presentations. Normally a “U” shape table set up is best.
- Avoid setting up chairs and tables opposite the view of the stage or screen. Do not make it difficult for your audience to see you and your presentation.
- During presentation rehearsals, sit at the end of each table and see and hear for yourself.

e. Equipment Check

- Do a sound check. Correct all sound problems like feedback, low or too high sound level before you start the program. NOT DURING. Speakers squealing during the meeting will annoy your audience.
- Test your slides and projector. Again, have someone sitting at the back of the room and “see for yourself”.

f. Welcome the Guests

- You invited them so give them the courtesy of seeing your face as they come in. This will make them feel comfortable and important.
- Stay at the reception/registration table and be ready for a warm “*Tuloy Po Kayo*”. Show them how happy you are they came.

D. Conducting Presentations

a. Keep it Short and Sweet

***“Your presentation should be a stimulant,
not a sedative.”***

- Very few people have the gift of keeping an audience attention for an extended period of time. Don’t be foolish to think that you can. Make your presentation short and sweet. Of course without missing any important point you have to make.
- Sometimes, long presentations can be broken down using the following:
 - ✓ Involve the Audience
 - make the audience part of your presentation, let them speak, ask questions or share experiences
 - give them name tags and call them by name
 - “talk to the audience” like you are talking to friends, this will make them and you comfortable
 - ✓ Show and Tell
 - use props and visual aids when necessary

✓ Testimonies are Winners

- it's been tried and tested that Customers endorsing the product carries much more weight than any "expert" from the "selling company"
- before the event, talk to those who have already tried the product, if they have something good to say, invite them to speak during the event to convince other Customers
- don't rehearse the Customers what to say, otherwise this would sound exactly that, "rehearsed" in which case it will lose its credibility

***"The more the prospect talks,
the more appealing we become"***

b. Rehearse

- Review your presentation materials and rehearse before coming to the venue; at the venue while doing the sound check, and at any opportunity while waiting for your turn.
- Respect your audience by rehearsing. They will appreciate that you prepared yourself for them.

***"There are 3 requisites to a successful presentation.
The first is rehearse, the second is rehearse, and the third is rehearse"***

c. Talk their Language

- Don't present because you want the audience to know how smart you are, present because you want to convince.
- And the only way to convince is to be understood.
- The only way to be understood is to speak plain language. Simplify things for your audience, graphs and charts are only visual aids. Tell the audience what the charts are saying.

- Avoid going “Technical”! Translate everything to layman’s terms.
- Use simple words, translate to the local dialect whenever possible

“You can only persuade if you are both understandable and sensible”

d. Question and Answer Portion

- Let the guest complete the question first. Don’t interrupt even if you know what he is going to ask anyway.
- Then involve everybody by repeating the question to the forum. Don’t be dragged into a one on one conversation with a particular guest.
- Answer the question! Don’t go around the issue if you are unsure of the answer. Tell them if you don’t have the answer but take the down question and look into it. It may come up again.
- Control the crowd. When the questioning is getting senseless or away from the subject, stop it by saying “last two questions before we go back to the presentation” etc.

E. Closing the Event

a. Make that Sale

“It takes a killer instinct to go after new sales”

- There’s no point making an excellent presentation if the guests are not convinced to buy our products. Ask them point blank if they are convinced and are willing to buy the product.
- Then “make it easy” for them to buy the product. Have Purchase Orders ready, prepare pens just in case the Customers don’t have pens, etc.
- Make the stocks available on hand (if applicable). Bring enough just in case you are more successful than you thought. Better that you return unsold products to the warehouse than not having it when someone is ready to buy it.

b. Brochure Distribution

- Distribute the product brochures after the presentation. If they have read about the products already, the presenter is robbed of “impact”.
- If you need to distribute “reading materials while waiting” use the product brochures or Agrichampion.

c. Giveaways

- Giveaways are good but NOT necessary. If we have them though, let’s make a big event giving it to them. Let’s announce that in appreciation of their attendance we are giving them a token.
- If the audience is not very big, you can give the gifts “a la graduation”, by calling each guest up front to receive their “diploma or gift”.
- If we have enough, give an item to all attendees. If not, raffle the items to make it fair to all.
- In Construction Supplies where Certificate of Attendance is given to make the event even more professional and valuable, make the certificate presentable and make sure the names and store names are spelt correctly.
- Hand it over to the farmer, owner or representative and give them a firm hand shake and a sincere ‘thank you’ after awarding it.

d. Shaking Hands

- We’ve already done so much for them let’s not waste it by being “rude at the end”. Stand at the exit and shake hands with the guests as they leave. This makes us more “personal” with our guests.
- When shaking hands, it is important you look at the guests, established eye contact and give them a sincere thank you.
- Since they still have their name plates, you can shake their hands and thank them personally. e.g. Thank you for coming Allan”
- Handshakes should be firm and full grip but avoid crushing the other person’s hand also.

F. Measurement

a. Objectives vs. Results

- At the end of the event, gather everyone and compare results. Review your objectives list and see if sales targets, audience size etc. are met.
- This is a critical analysis because it will guide us whether it's reasonable to conduct the same event in the future.
- Enclosed is a modified checklist and 'post mortem' review templates/.

b. Information Consolidation

- Gather all registration forms, make sure they are complete and send them to Marketing, who will use it to update our database.
- Again, having and using our database is what makes Jardines unique from the other companies, so let's strive to keep the database updated at all times.

“More ideas come from information than inspiration”

G. Follow Through

a. Purchase Orders

- Make sure all Purchase Orders are served on time.
- Using our Net Blast, request marketing to send your guests a follow through e.g *‘Thank you for attending our Product Launch last _____. For your total termite protection, use Solignum for wood, and Soilguard for Soil.’*
- Again, this is the importance of completing the data sheet. Without the contact number, Marketing cannot send this message thru Net Blast.

***“Without consistent follow through,
prospects are only suspects”***