

Sell What People Are Buying- June 2016

SMALL GROUP OUTLINE

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TOPIC	Sell what people are buying
OBJECTIVE <u>Members</u> Will: By:	MEMBERS: <u>Will</u> know what their customers are buying <u>by</u> <ul style="list-style-type: none">▪ Talking to People (Customers, Competitors, Suppliers)▪ Observing the market and studying the purchasing trends of people
GROUP WORK <u>Case Studies</u> <u>Group Tasks</u> <u>Questions</u>	TASK 1 Read as a group the following two paragraphs. As you read “Talking to People” look for and make a list of the the questions you could ask to find out what people are buying. As you read “Observing the Market” look for and make a list of other ways you could observe the market. <u>Talking to People</u> One type of research involves talking with people about their purchasing habits and their impressions of a certain product. If you have a specific product that you think will be successful, show it to people and ask them if they would buy it on a regular basis. If you don’t have an idea of what you want to sell, talk with people to see what kinds of products they want to buy but do not buy because they can’t find the product at a convenient location. You may also want to find out what they already buy on a regular basis. <u>Observing the Market</u> Another type of important research involves observing a market and studying the purchasing trends of the people in the market. Careful study of a market over a period of time will indicate what products or services have generally been successful in the market. For example, you could create a poll that asks users to provide information as to the products they would like to buy. Ideally you could include a list in the poll so you can see which idea might be more popular or important than the others. Another idea is to visit businesses that have products that would compete with your product. Identify how frequently the product is bought, how they market the product, and the prices of the products. TASK 2 In your group, take turns talking about a product you are now selling or are thinking of selling and ask if they would buy it on a regular basis. Write down their suggestions. If you don’t yet have an idea of what you want to sell, talk to the group to see what kinds of products they would like to buy but don’t buy because of a problem, such as they can’t find the products they want at a convenient location.