

# 1. Prospecting

**Objective:** Identify potential customers and qualify leads.

**Metadata:** {Stage: "Prospecting"}

**Key Entities:** Customer Name, Industry, Product Name (RDP/HPMC/ SBR), Competitor, Supplier, Pricing Details

## Sales Rep Example Process:

### 1. Research & Identify:

- Search LinkedIn, company websites, and industry databases for potential leads.
- Use AI to analyze industry trends and competitors' clients.

### 2. Initial Contact:

- Send an introduction email:

**Q:** "How do I start a conversation with a potential client?"

**A:** "Hello [Customer Name], I noticed your company specializes in [Industry]. Many of our clients have benefited from optimizing their RDP/HPMC/SBR supply. Would love to connect!"

### 3. Qualify the Lead:

- Determine if the company uses RDP or HPMC, their suppliers, and potential needs.

## AI Role:

- Automate lead searches.
- Generate structured profiles.
- Rank prospects based on fit.
- Track engagement levels based on email responses and interaction history.

**Next Step:** Move to **Building Rapport** by engaging decision-makers.

# 2. Building Rapport

**Objective:** Establish trust and build a relationship with key decision-makers.

**Metadata:** {Stage: "Building Rapport"}

## Sales Rep Example Process:

### 1. Icebreakers & Engagement:

- **Q:** "How do I build rapport with a potential client?"  
**A:** "I came across your recent project in [construction/chemicals]. How is it progressing?"
- "Given market fluctuations, how has your procurement strategy evolved?"
- 2. **Track Customer Interactions:**
  - Log previous conversations and engagement levels.
- 3. **Personalized Follow-Ups:**
  - **Q:** "What's a good follow-up message?"  
**A:** "In our last conversation, you mentioned issues with supply reliability. Any updates on that?"

#### **AI Role:**

- Suggest icebreakers based on industry news.
- Store sentiment analysis and engagement scores.
- Track communication frequency and flag opportunities for deeper engagement.

**Next Step:** Move to **Identifying Needs** by probing pain points.

## **3. Identifying Needs**

**Objective:** Discover customer pain points and define product fit.

**Metadata:** {Stage: "Identifying Needs"}

#### **Sales Rep Example Process:**

1. **Ask Targeted Questions:**
  - **Q:** "How do I uncover customer pain points?"  
**A:** "What are the biggest challenges with your current supplier?"
  - "Are you looking for alternatives with better pricing or faster delivery?"
2. **Extract Insights:**
  - Identify budget constraints, supply issues, or quality concerns.
3. **Match Needs to Solutions:**
  - **Q:** "How do I present a solution to a prospect?"  
**A:** "Based on what you shared, we could offer [product] with [benefit]. Would you be open to testing a sample?"

#### **AI Role:**

- Generate need-based discovery questions.
- Recommend relevant case studies and solutions.
- Analyze past successful deals and suggest similar approaches.

**Next Step:** Move to **Presenting the Product** by showcasing solutions.

## 4. Presenting the Product

**Objective:** Demonstrate how the product meets the customer's needs.

**Metadata:** {Stage: "Presenting the Product"}

**Sales Rep Example Process:**

1.

### *1. INZAPOL BL 7480 (SBR)*

- **Q: What are the key properties of INZAPOL BL 7480?**

**A:**

- Solid Content: 48.5%
- pH Value: 8
- Viscosity: 30 mPa·s at 23°C
- Glass Transition Temperature: -5°C
- Density: 1.01 g/cm<sup>3</sup>
- Minimum Film-Forming Temperature: < 3°C
- Elongation at Break: 1000%

- **Q: What benefits does INZAPOL BL 7480 provide?**

**A:**

- Improves workability and wet adhesion.
- Increases flexural strength by up to 50%.
- Enhances resistance to abrasion, water, chemicals, and freeze/thaw cycles.
- Offers long-term stability in alkaline conditions.

- **Q: What are the applications of INZAPOL BL 7480?**

**A:** Floor screeds, leveling compounds, adhesive-bonded joints, sealers/primers, repair mortars, and building adhesives.

### *2. RDP First Adhesive 313*

- **Q: What are the main applications of RDP First Adhesive 313?**

**A:**

- Flexible cement-based mortar.
  - Tile grout.
  - Plastering mortar and exterior wall putty.
- **Q: What advantages does RDP First Adhesive 313 offer?**

**A:**

- Good tensile bond strength.
  - Excellent flexibility and workability.
- **Q: What are the key technical data points for RDP First Adhesive 313?**

**A:**

- Appearance: White powder.
- Bulk Density: 450±100 kg/m<sup>3</sup>.
- Solids Content: ≥98.0%.
- pH: 6–8.
- Minimum Film-Forming Temperature: 1±2°C.

### *3. TDS-RDP 5011N (LANDU)*

- **Q: What are the specifications of TDS-RDP 5011N?**

**A:**

- Appearance: White or off-white powder.
  - Solid Content: ≥99%.
  - pH Value: 6-8.
  - Minimum Film-Forming Temperature: 4°C.
- **Q: What benefits does TDS-RDP 5011N provide?**

**A:**

- Great durability and abrasion resistance.
  - Improved water retention capability.
  - Excellent rheology and increased adhesive/cohesive strength.
- **Q: What are the recommended applications for TDS-RDP 5011N?**

**A:**

- Tile adhesive, EIFS, skim coats, and wall putties.

#### 4. Landu HPMC K75H

- **Q: What are the recommended applications for Landu HPMC K75H?**

**A:**

- Standard and high-quality cement-based tile adhesives.
- Skim coat and wall putty.

- **Q: What are the key properties of Landu HPMC K75H?**

**A:**

- Appearance: White or off-white powder.
- Moisture Content: ≤6%.
- Ash Content: ≤5%.
- Gel Temperature: 70-75°C.
- Viscosity: 75,000-80,000 mPa·s.

- **Q: What benefits does Landu HPMC K75H provide?**

**A:**

- Ensures sufficient water retention and good adhesion strength.
- Improves workability and slip resistance.

#### 5. Youngcell HPMC YFP100

- **Q: What are the key properties of Youngcell HPMC YFP100?**

**A:**

- Appearance: White powder.
- Hydroxypropyl Groups: 11.2%.
- Methoxy Groups: 22.5%.
- pH: 6.8.
- Water-Retention Rate: 70-73%.

- **Q: What are the applications of Youngcell HPMC YFP100?**

**A:**

- Tile adhesive and putty powder.

- **Q: What is the shelf life of Youngcell HPMC YFP100?**

**A:**

- 2 years, with testing required after expiration.

## 2. Use Data-Driven Arguments:

- Share cost-benefit analysis, case studies, and technical specifications.

### HPMC Products

#### Product Details

| Product | Brand      | Target Market | Stock Location     | Available Incoterms          | MOQ   | Price      | Logistic  | Duty Price | Total Cost | VAT        | Withhold  | Total Cash | Delivery Time   |
|---------|------------|---------------|--------------------|------------------------------|-------|------------|-----------|------------|------------|------------|-----------|------------|-----------------|
| HPMC    | Landu      | Ethiopia      | Ethiopia Warehouse | Delivery to Client Warehouse | 25KG  | ETB 790.00 | NA        | NA         | ETB 790.00 | ETB 118.50 |           | ETB 908.50 | 1 working day   |
| HPMC    | Landu      | Ethiopia      | MCF Mombasa SEZ    | DDP Ethiopia - Mombasa SEZ   | 6 Ton | \$3.50     | ETB 20.00 | ETB 91.00  | ETB 601.00 | ETB 90.15  | ETB 18.03 | ETB 709.18 | 13 working days |
| HPMC    | Young cell | Ethiopia      | Ethiopia Warehouse | Delivery to Client Warehouse | 25KG  | ETB 790.00 | NA        | NA         | ETB 790.00 | ETB 118.50 |           | ETB 908.50 | 1 working day   |
| HPMC    | Young cell | Ethiopia      | MCF Mombasa SEZ    | DDP Ethiopia - Mombasa SEZ   | 6 Ton | \$3.00     | ETB 20.00 | ETB 91.00  | ETB 531.00 | ETB 79.65  | ETB 15.93 | ETB 626.58 | 13 working days |

## RDP Products

### Product Details

| Product | Brand          | Target Market | Stock Location     | Available Incoterms          | MO Q  | Price      | Logistic  | Duty Price | Total Cost | VAT       | Withhold  | Total Cash | Delivery Time   |
|---------|----------------|---------------|--------------------|------------------------------|-------|------------|-----------|------------|------------|-----------|-----------|------------|-----------------|
| RDP     | Landu          | Ethiopia      | Ethiopia Warehouse | Delivery to Client Warehouse | 25KG  | ETB 590.00 | NA        | NA         | ETB 590.00 | ETB 88.50 |           | ETB 678.50 | 1 working day   |
| RDP     | First Adhesive | Ethiopia      | Ethiopia Warehouse | Delivery to Client Warehouse | 25KG  | ETB 590.00 | NA        | NA         | ETB 590.00 | ETB 88.50 |           | ETB 678.50 | 1 working day   |
| RDP     | First Adhesive | Ethiopia      | MCF Mombasa SEZ    | DDP Ethiopia - Mombasa SEZ   | 6 Ton | \$2.20     | ETB 20.00 | ETB 52.00  | ETB 380.00 | ETB 57.00 | ETB 11.40 | ETB 448.40 | 13 working days |

## SBR Products

### Product Details

| Product | Brand    | Target Market | Stock Location     | Available Incoterms          | MO Q  | Price      | Logistic  | Duty Price | Total Cost | VAT       | Withhold | Total Cash | Delivery Time   |
|---------|----------|---------------|--------------------|------------------------------|-------|------------|-----------|------------|------------|-----------|----------|------------|-----------------|
| SBR     | Inzapole | Ethiopia      | Ethiopia Warehouse | Delivery to Client Warehouse | 25KG  | ETB 390.00 | NA        | NA         | ETB 390.00 | ETB 58.50 |          | ETB 448.50 | 1 working day   |
| SBR     | Inzapole | Ethiopia      | MCF Mombasa SEZ    | DDP Ethiopia - Mombasa SEZ   | 6 Ton | \$1.70     | ETB 20.00 | ETB 52.00  | ETB 310.00 | ETB 46.50 | ETB 9.30 | ETB 365.80 | 13 working days |

### 3. Offer Samples & Demos:

- Arrange for product testing and supplier introductions.

#### AI Role:

- Generate tailored product comparison sheets.
- Retrieve and present case studies dynamically.
- Suggest personalized case studies based on customer pain points.

**Next Step:** Move to **Answering Objections** by addressing concerns.

## 5. Answering Objections

**Objective:** Handle customer concerns and clarify uncertainties.

**Metadata:** {Stage: "Handling Objections"}

#### Sales Rep Example Process:

##### 1. Understand the Objection:

**Q:** "How do I handle price objections?"

**A:** "Emphasize ROI: 'Our product may have a slightly higher upfront cost, but it reduces material waste by 20%, saving you more in the long run.'"

**Q:** "What if the prospect is hesitant to switch suppliers?"

**A:** "Ask about their specific concerns: 'What risks do you foresee in switching suppliers?' Then offer solutions."

##### 2. Provide Reassurance & Proof:

- Share regulatory compliance, testing results, and testimonials.
- Offer flexible terms (trial periods, price adjustments).

##### 3. Reconfirm Interest:

- "If we can address [concern], would you be comfortable moving forward?"

**Next Step:** Move to **Closing the Sale** if major objections are handled.

#### AI Role:

- Log and categorize objections.
- Generate counterarguments with supporting data.
- Provide real-time objection-handling suggestions.



## 6. Closing the Sale

**Objective:** Secure commitment and finalize the transaction.

**Metadata:** {Stage: "Closing"}

**Sales Rep Example Process:**

### 1. Negotiate Final Terms:

**Q:** "How do I create urgency in a deal?"

**A:** "If we can lock in these terms today, we can ensure priority delivery."

**Q:** "What's a good way to ask for the sale?"

**A:** "Use a confident, direct approach: 'Are you ready to move forward and finalize the agreement?'"

### 2. Secure Verbal Agreement:

"Are you ready to proceed if we finalize the paperwork today?"

### 3. Send Contracts & Payment Links:

Ensure quick processing and confirm next steps.

**AI Role:**

- Generate proposals and contracts.
- Track deal progress and assist with closing strategies.
- Suggest urgency-based techniques to improve close rates.

**Next Step:** Move to **Follow-Up & Service** to ensure long-term engagement.

## 7. Follow-Up & Service

**Objective:** Maintain customer satisfaction and encourage repeat business.

**Metadata:** {Stage: "Follow-Up"}

**Sales Rep Example Process:**

### 1. Check Product Performance:

- **Q:** "How do I follow up after a sale?"  
**A:** "How has our product been performing in your operations? Any feedback?"
- 2. **Upselling & Cross-Selling:**
  - Suggest complementary products based on usage patterns.
- 3. **Long-Term Relationship Building:**
  - "We have new cost-saving options available. Would you like a quick update?"

**AI Role:**

- Schedule automated follow-ups at optimized intervals.
- Track customer engagement scores for future opportunities.
- Identify upsell and cross-sell opportunities based on usage data.