

# REDF

## Sales & Marketing 101 for ESE Products and Retail Businesses

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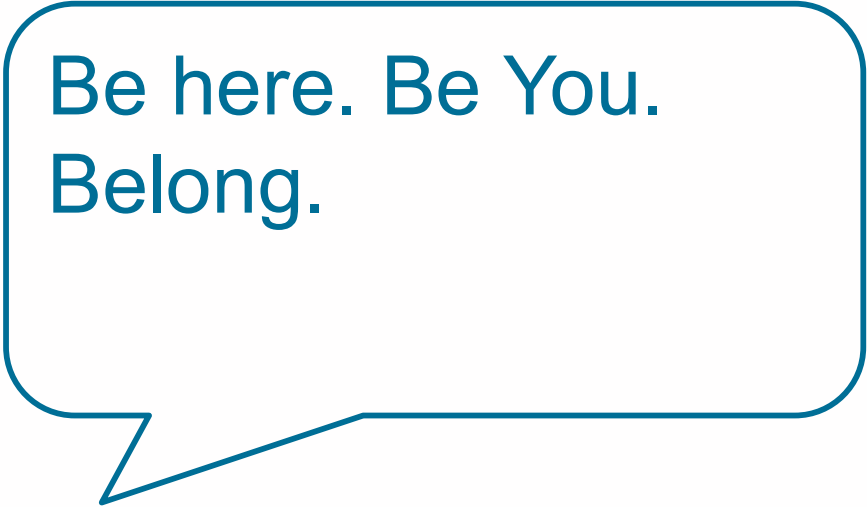
September 2022



WOMEN'S  
BEAN PROJECT™

# Welcome to the REDF Community

Using the chat box, one-word check in



Be here. Be You.  
Belong.

# Introducing: Women's Bean Project



**WOMEN'S  
BEAN PROJECT™**

**Location:** Denver, CO

**Founded:** 1989

**Products:** Prepared foods, coffee/tea, baking mixes, popcorn, spice blends, and more!

**Tamra Ryan** Chief Executive Officer

# Why products and retail?

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## Agenda: Where We're Going

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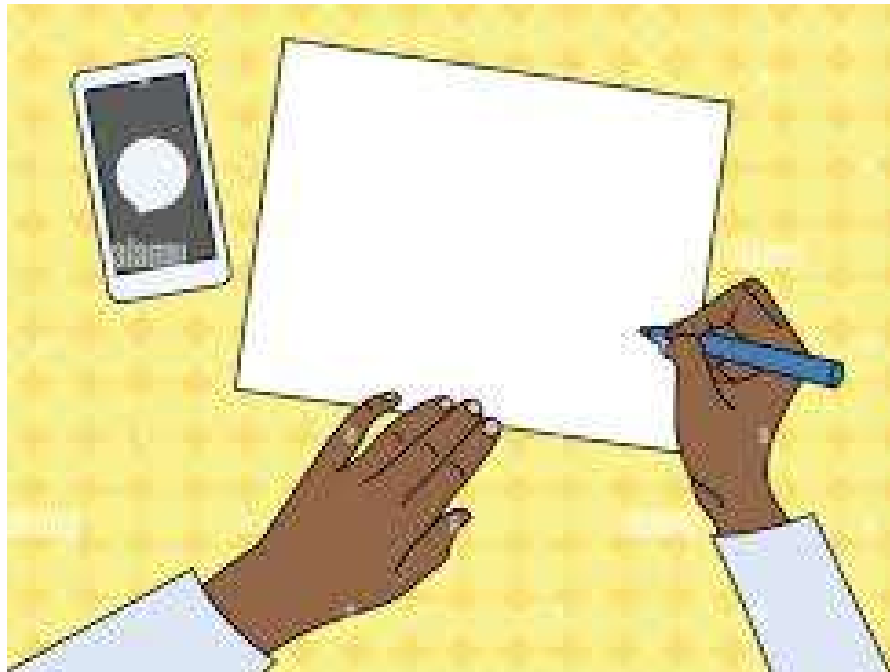
- **Identifying your sales target:** Starting with the end goal in mind
- **Channel strategy:** Choosing your channels best suited to achieve sales goals
- **Sales levers:** Use the marketing funnel framework to understand the variables that drive sales revenue in each channel (funnel)
- **Sales and Marketing strategies:** Explore strategies to reach customers in each channel and move them through the funnel

### Goals-Based Sales Strategy

- What is your ultimate goal? What are you driving at?
- Examples: Increase traffic to retail store, increase point-of-sale at wholesale outlets, achieve \$5K in daily sales

# Your Turn

Take 1 minute to write down 1 (or more) sales goal you want to achieve





# Share Out

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In breakout rooms, introduce yourself and share a sales goal



# Channel Strategy

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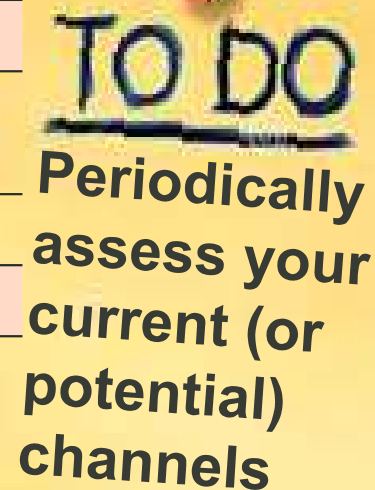
**Sales channel is the path  
between your product and your  
customer**

# ESE Products Can Be Successful In a Variety of Sales Channels

		Business to Customer (B2C)			Business to Business (B2B)		
		<i>Online</i>	<i>Brick and mortar</i>	<i>Special events</i>	<i>Distributors</i>	<i>Bulk sales</i>	<i>Corporate</i>
Sales and marketing	<i>Staff duties</i>	<ul style="list-style-type: none"> <li>• Manage online marketing and sales</li> </ul>	<ul style="list-style-type: none"> <li>• Manage store-front</li> </ul>	<ul style="list-style-type: none"> <li>• Manning events</li> </ul>	<ul style="list-style-type: none"> <li>• Acquiring and managing accounts</li> </ul>		
	<i>Customer location</i>	<ul style="list-style-type: none"> <li>• Web store</li> </ul>	<ul style="list-style-type: none"> <li>• ESE-owned retail store</li> </ul>	<ul style="list-style-type: none"> <li>• Farmer's market</li> <li>• Fairs</li> <li>• Events</li> </ul>	<ul style="list-style-type: none"> <li>• Trade shows</li> <li>• In-person outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Trade shows</li> <li>• In-person outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Trade shows</li> <li>• In-person outreach</li> </ul>

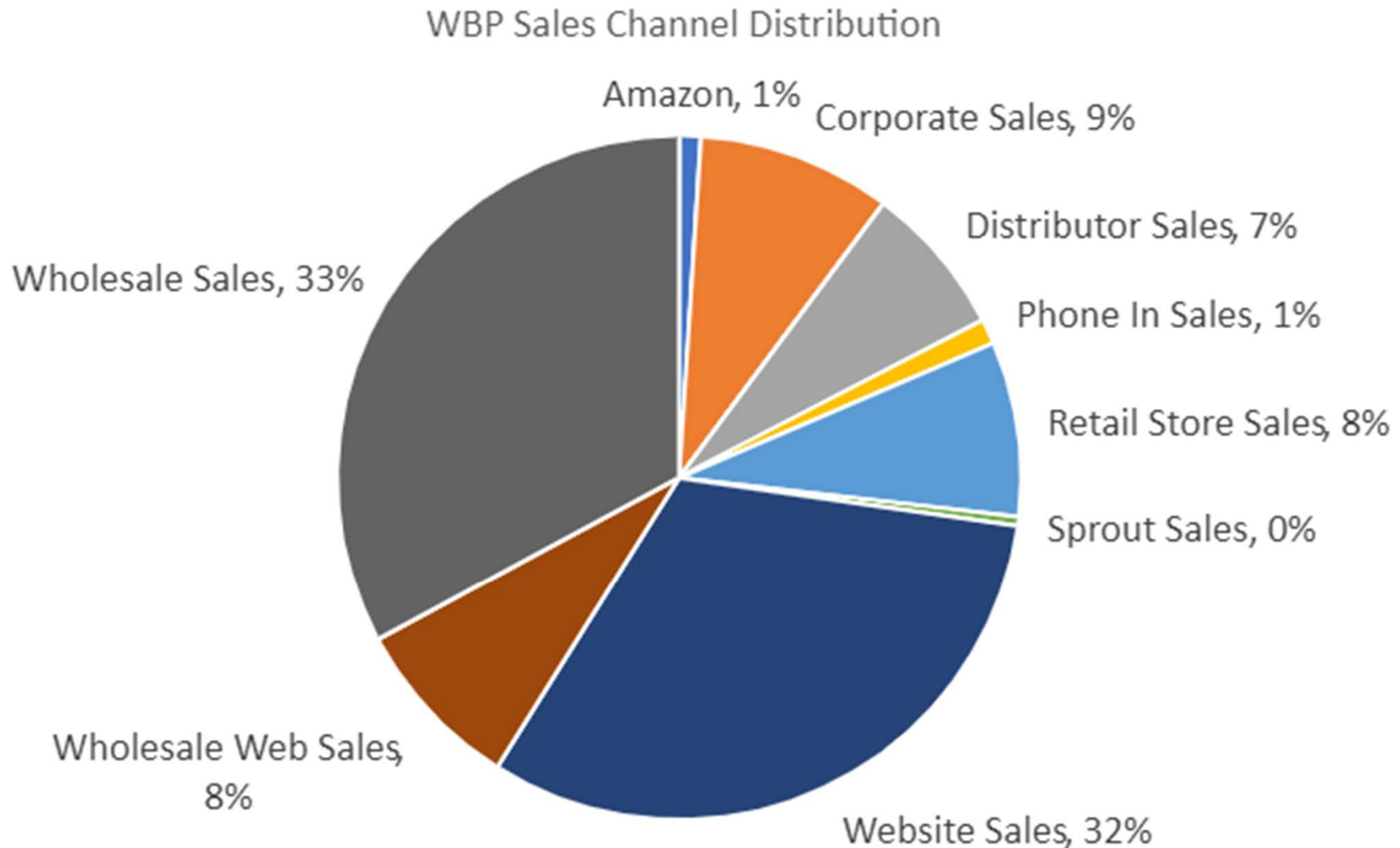
# But Not All Channels Are Created Equal

Channel Criteria	Criteria Specifics
<b>Financial</b>	
<b>Unit margin</b>	Profitability of an individual sale
<b>Breakeven volume</b>	Number of additional unit sales needed to break even
<b>Sales and marketing costs</b>	Expected costs associated with acquiring customers in channel
<b>Number of potential customers</b>	Number of customers that could potentially purchase through the channel
<b>Production Capacity</b>	
<b>Staff</b>	Additional FTEs needed to scale (feeds into investment cost)
<b>Equipment / facilities</b>	Ability to meet channel demand with existing equipment
<b>Social</b>	
<b>Brand alignment</b>	Opportunity to directly communicate mission with customers and build a customer base that shares SE values
<b>Transitional people employed</b>	Number of transitional workers needed to grow production
<b>Upskilling opportunities</b>	Opportunity for upskilling for transitional workers



**TO DO**  
Periodically  
assess your  
current (or  
potential)  
channels

# Selling in More Than One Channel Means 'Keeping Your Eye on the Pie'



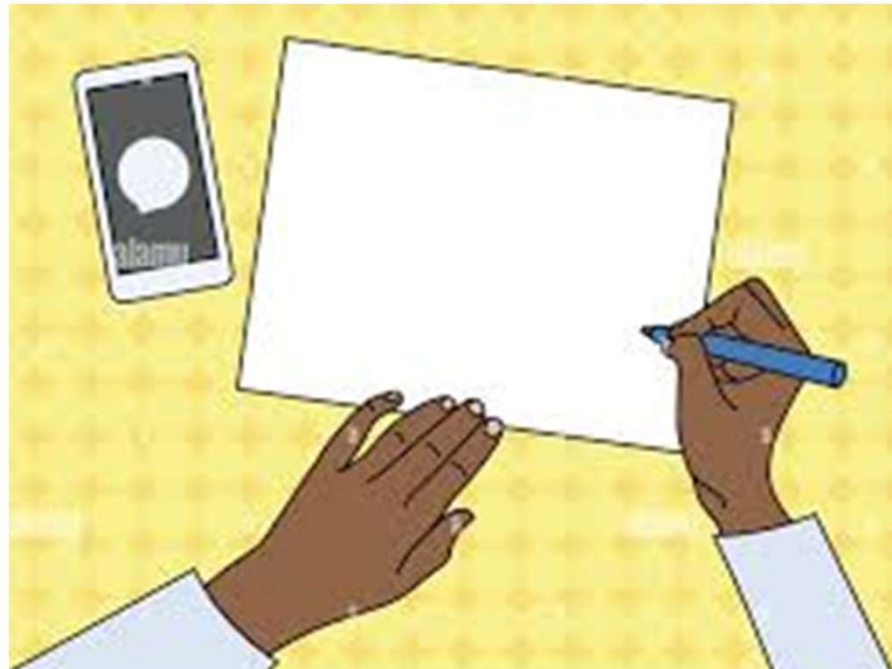
(As in...the pie chart showing your sales by channel)



## Your Turn

Draw a circle on a piece of paper. Pencil in the slices of your pie – as it looks right now. (Make your best guess!)

Then draw a second version showing where you'd like to be selling in 2 years.



# Share Out

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Come off mute or use the chat box to share the sales channels you currently sell through

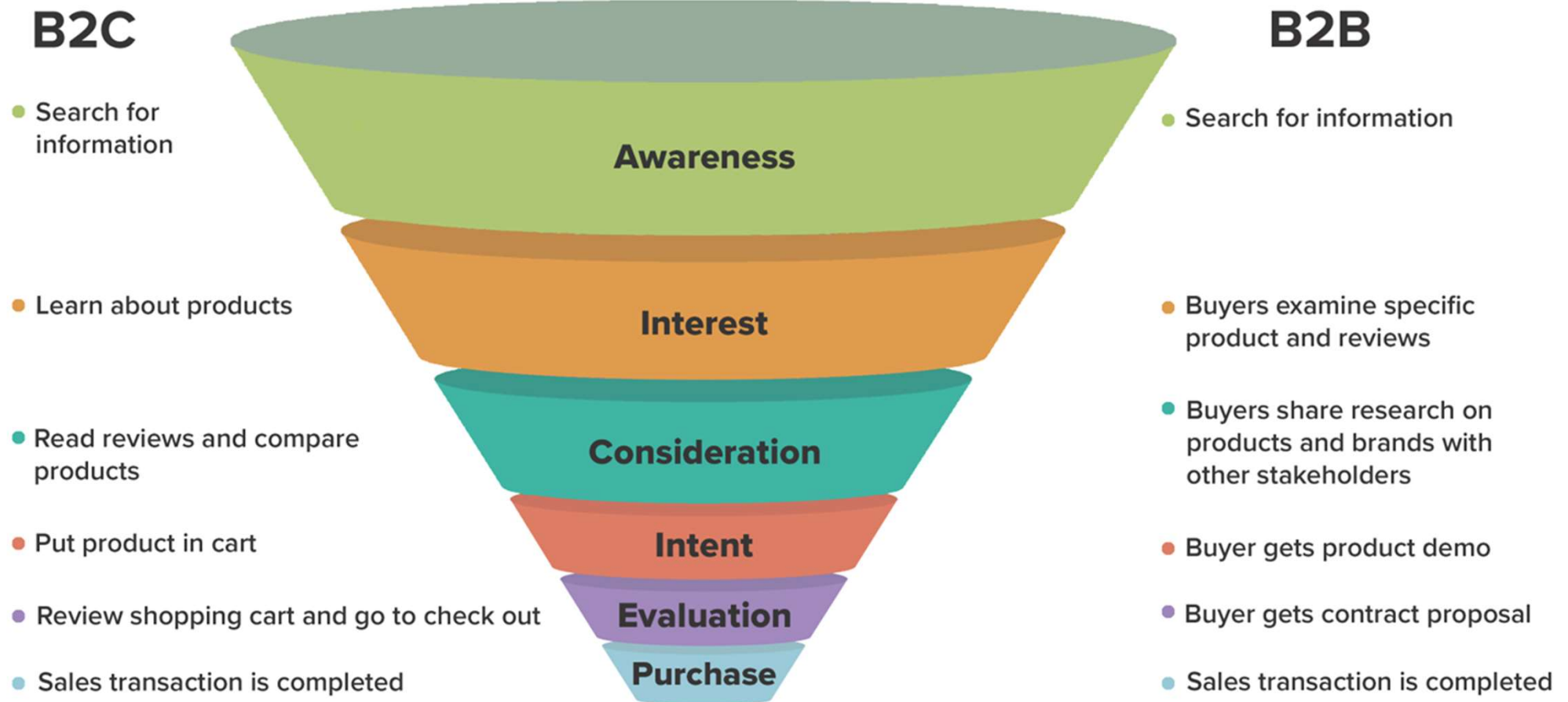


# Channel-Specific Sales and Marketing Strategy

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# The Marketing Funnel

## The Marketing Funnel: B2C vs. B2B

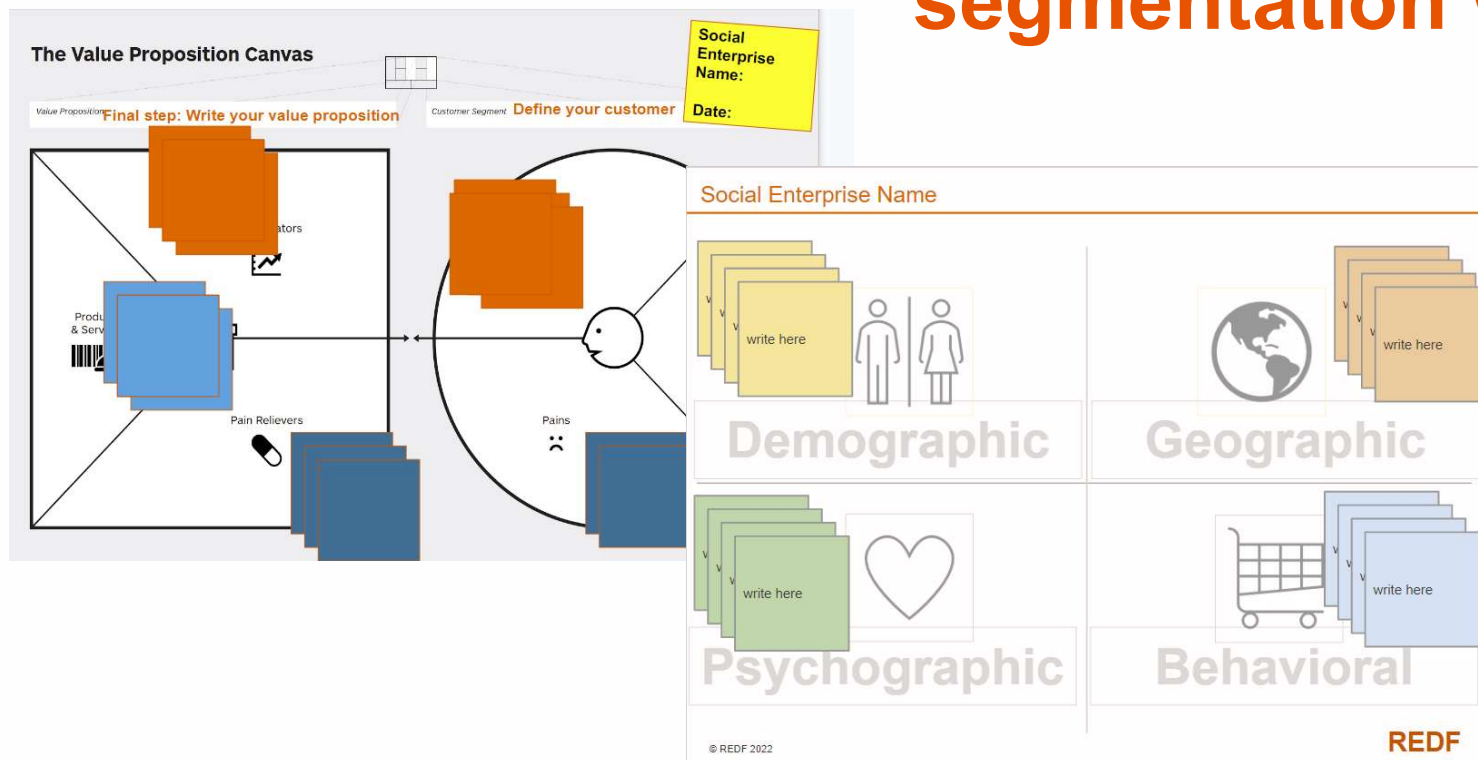


**Get specific about your target audience**

If you thought...

The top of our  
funnel is  
'everyone'

....revisit the customer  
segmentation workshop



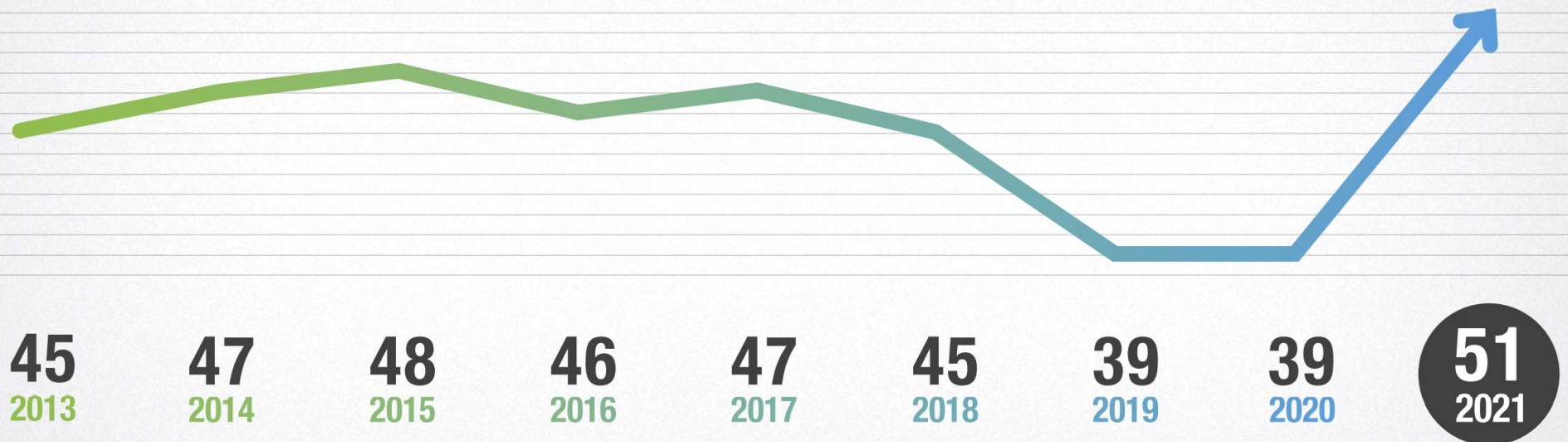


# Consumers Favor Mission More Than Ever per CCSI

Your audience is potentially getting bigger but it's still not *everybody*.

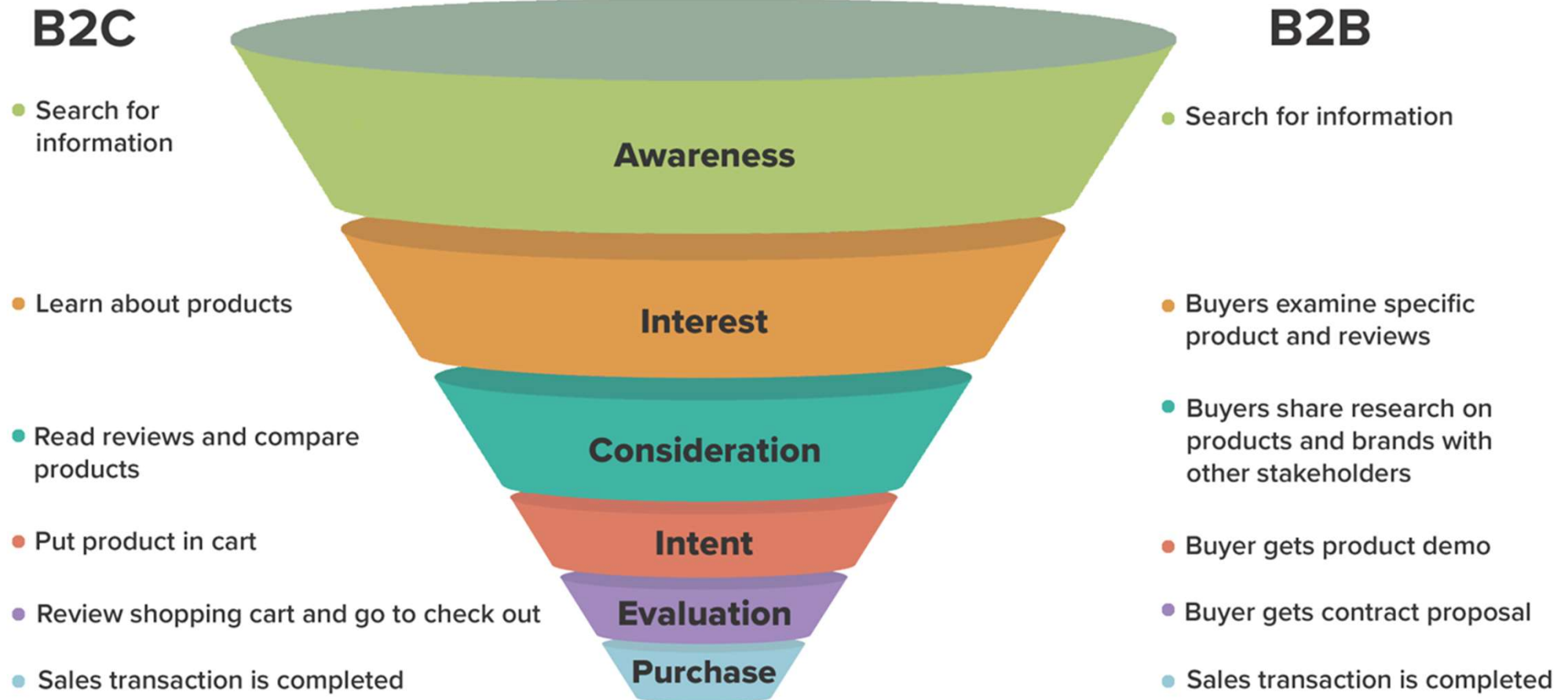
## #CCSINDEX SEES RECORD BREAKING RESULTS WITH DRAMATIC JUMP

After a record low in 2020, the #CCSIndex vaulted to 51 this year, surpassing its previous high of 47.



# The Marketing Funnel

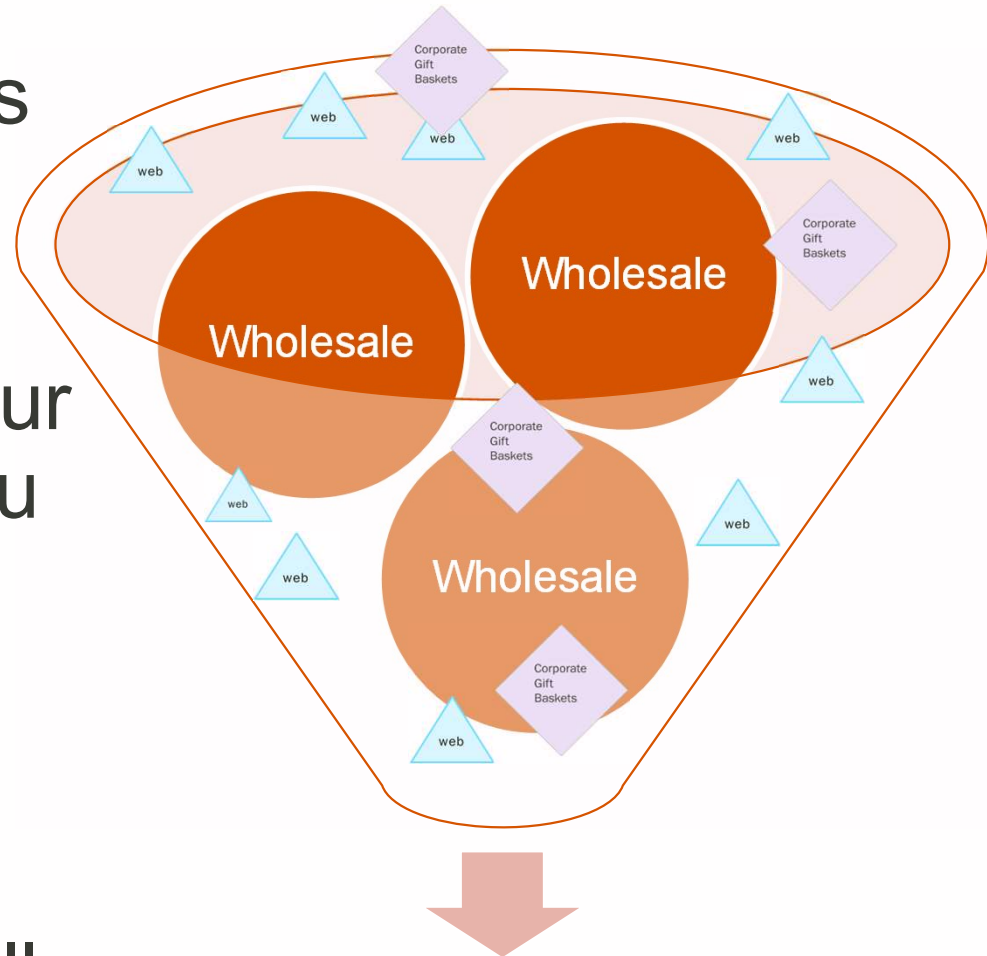
## The Marketing Funnel: B2C vs. B2B



# The Marketing Funnel with Channel Mix

Selling in multiple channels means:

- Considering the mix of your pipeline by channel so you can manage the blended margin
- Understanding that the 'levers' that drive sales will differ by channel



# What Are The Levers That Drive Sales?



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## CHANNEL:

Brick and mortar  
retail store

Current sales = \$100,000

Average Order Value = \$30

Current traffic = 3,333  
customer orders

**Goal:** Increase sales in our  
brick and mortar retail store by  
\$10,000 in this fiscal year

# What Are The Levers That Drive Sales?



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**CHANNEL:**  
**Corporate Gifts**

Current sales = \$95,000

AOV = \$5,000, with products getting into the hands of an average of 150 recipients

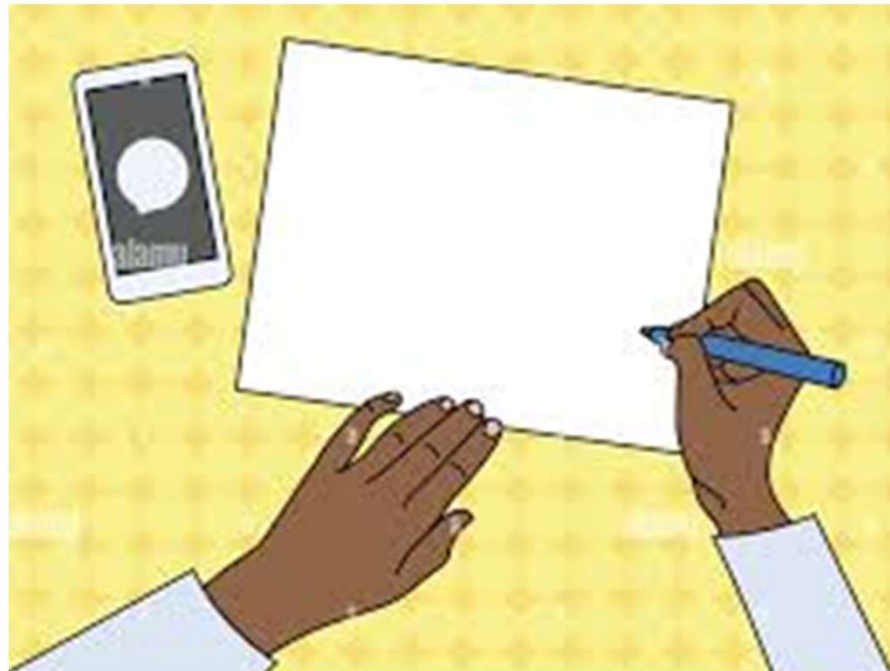
Current customer base = 19 customers

Goal: increase sales by 15% (to \$110,000)

Secondary Goal: 20% of recipients become customers

# Your Turn

Choose one 'slice' (channel) and identify the drivers of sales in that channel





# Share Out

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In breakout rooms, share the sales channel you are working on and the sales drivers you identified



# Take a breather!

# What Strategies Will Impact Your Sales Levers?



**WOMEN'S  
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**CHANNEL:**  
**Brick and mortar  
retail stores**

**GOAL:**  
Increase sales in our  
retail store by  
\$10,000 in this fiscal  
year

Can accomplish goal at least two ways:

1. Increase AOV for customers (same customers, sell more stuff to them)
2. Increase traffic (new customers sell same AOV) by focusing on the new neighborhood and ease of getting to the building and parking

Ways to accomplish #1

- Promotions e.g., buy two get one
- Product pairing e.g., don't just buy soup, buy cornbread
- Point of sale pieces to remind people to purchase as gifts as well

Ways to accomplish #2

- Increase tours through the building
- Signage and banners outside
- Notices in apps such as NextDoor

# What Strategies Will Impact Your Sales Levers?



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## **CHANNEL: Corporate Gifts**

**GOAL:** increase corporate gift sales by 15% (to \$110,000)

**SECONDARY GOAL:** 20% of recipients become customers

To meet goal, we will focus on:

1. Repeat business
2. New customer acquisition

Ways to accomplish #1

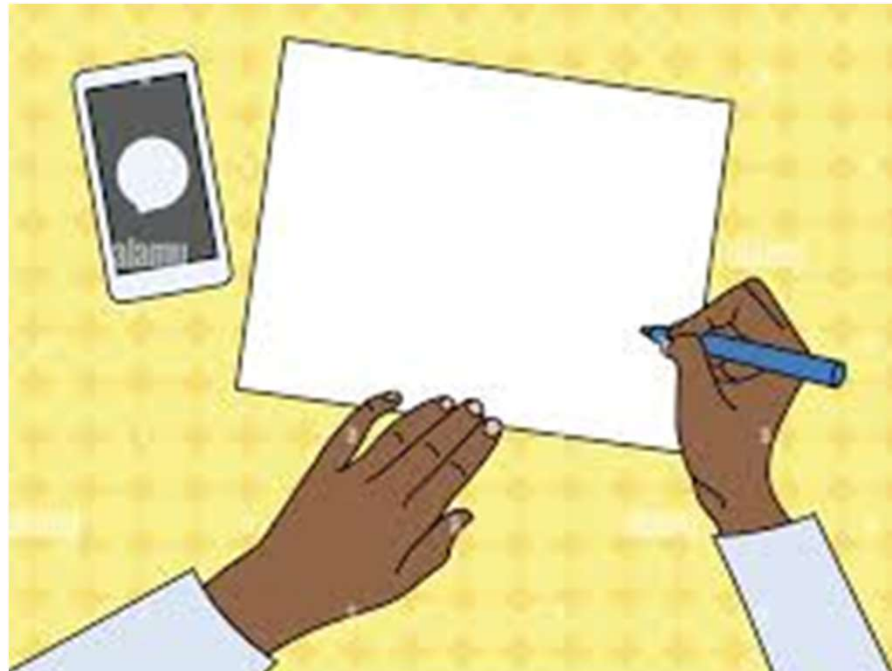
- Reinforce impact of past purchase throughout the year with outreach (newsletters, emails, etc). Talk about people hired, lives changed, etc.
- Offer ways throughout the year for the corporate client to be otherwise involved
- Sales outreach with discount offer for early commitment
- Request testimonials and referrals from customers

Ways to accomplish #2

- Reinforce the impact of the purchase with marketing collateral within the gift
- Include coupon in the gift for first time purchase (incentive, plus creates tracking for conversion)

# Your Turn

Take 2 minutes to brainstorm strategies that impact the levers you identified



# Share Out

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In breakout rooms, share the sales and marketing strategies you might explore.





# Gatekeeper Strategies: Grocery, Amazon, Wholesale, White Label

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What strategies did you brainstorm to drive sales via third parties?

# Direct to Consumer Strategies: Retail and E-Commerce

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What strategies did you brainstorm to drive sales via third parties?

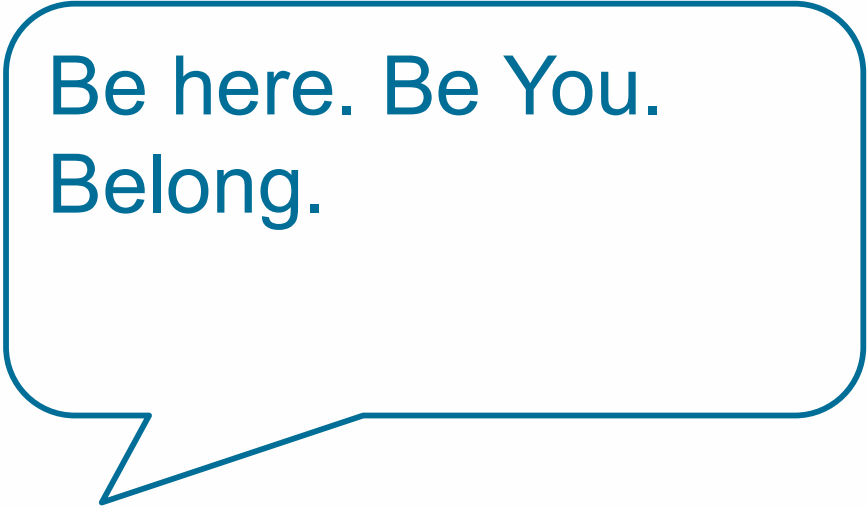
## Wrap Up

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- Start with the end in mind
- Not all sales channels are created equal
- Keep your eye on the pie
- Get specific about your target audience

# Thank you for being a part of this community!

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