

Ak Enèji Pwòp
klere Ayiti se
plop plop!



Retailer Training

Region — Date

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Enèji
Pwòp

Why training?

- You are the public face of Enèji Pwòp!
- We want everyone in Haiti to recognize Enèji Pwòp as a good brand – and you can help!
- If customers receive the same level and quality of service everywhere they buy EP products, EP will become a good brand.

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Introduction to your Toolkit

- Retailer Manual
 - Marketing tools
 - Rent-to-Own Kit
 - Site Seller
 - “Say This” Cards
-
- What will they help you do?

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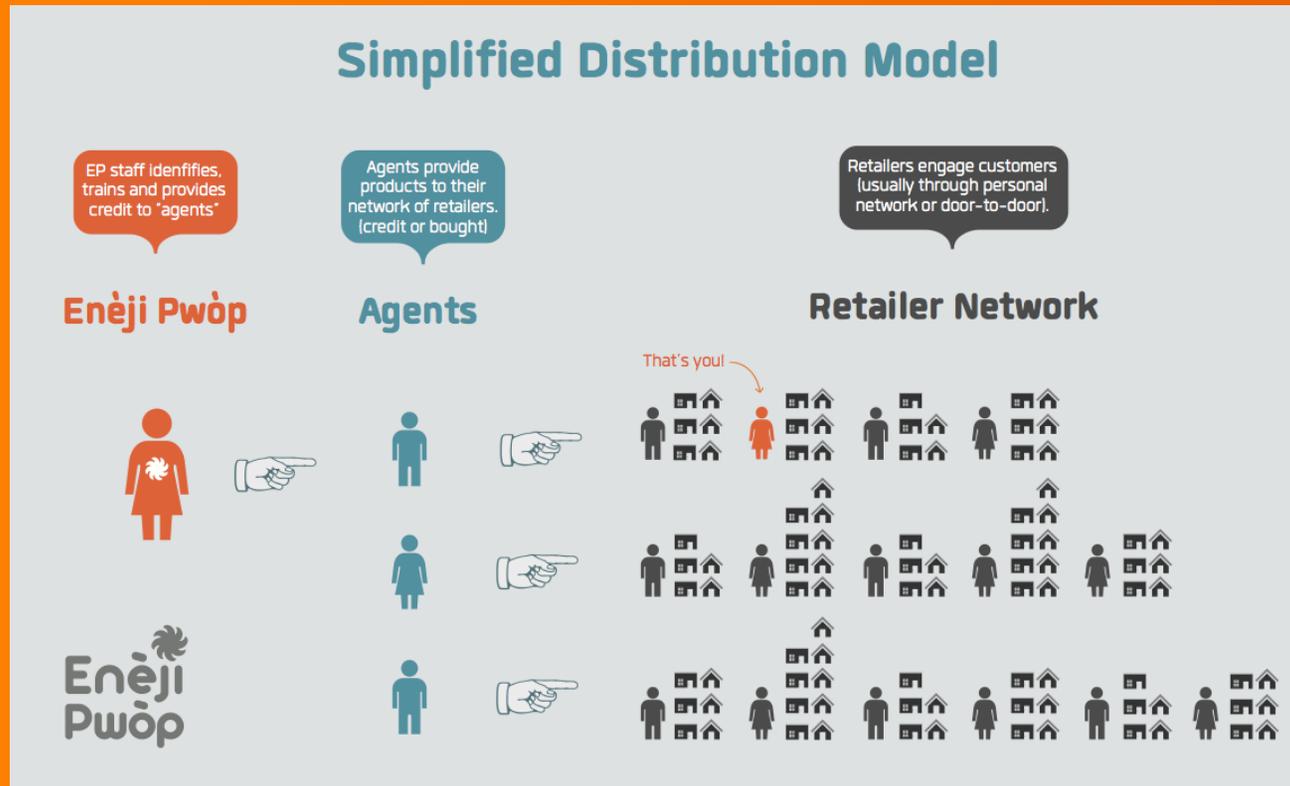
Why Enèji Pwòp?

- Discussion about energy use before and after EP
- Enèji Pwòp is good for you
- Enèji Pwòp is good for your community
- Enèji Pwòp is good for Haiti!

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Distribution Model



You will work with your Agent to determine your sales objectives and plan for acquiring and selling products

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Sales Objectives

- You and your agent will set sales objectives
- This will help you stay motivated by working toward a specific goal



**Tuition & supplies
for school**

HTG



**Savings for
a moto**

HTG



**Buy a pig or
animals**

HTG



**Save towards
buying a house**

HTG



**General savings
for family**

HTG

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Sales Objectives

- You will meet with your Agent before receiving your next batch of stock
- You can talk about your next product purchase and ask any questions you may have
- In this meeting, you will discuss your current and potential markets...

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Your Network

Your personal network is your most important resource.
Identify your potential market with this worksheet!

1. How many of your friends or family members would consider an EP product?

..... (people)

2. How many church members do you think might buy an EP Product?

..... (people)

3. How many other people do you think you can reach in a month? (door to door, referrals, etc.)

..... (people)

Add the three lines on the left.

..... (people)

This is your known market.

Now, let's assume you are able to average 2 referrals per person. Multiply the number above by 2.

(people)

This is your initial potential market.

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Our Sales Objectives

- Each Retailer must sell at least 10 products each month
 - As a group, we will sell at least 10N products each month!
- This will help us help everyone in Haiti!
 - If we each sell 10 products, we will each impact 50 people, 50N in total!
- Example: Lanp Enèji Pwòp

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Sales and Payment Options

Sales

- Door-to-door
- Home store
- Market
- Community activities

Payment

- Direct (cash)
- Rent-to-Own



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Enèji
Pwòp



Customer Service

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Customer Service

- Customer service is the entire customer experience, not just the point of sale!

“Sales are important, but it is consistent, high-quality service that will help you and Enèji Pwòp continue to grow.”

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The Customer Journey

1. Pre-Sales & Marketing
2. Sales
3. After-Sales Service

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Pre-Sales & Marketing

- No matter where you go, you are an Enèji Pwòp ambassador!
- Before you sell a product, put an Enèji Pwòp sticker on it and make sure it is fully charged



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Pwòp

Sales

- Not just exchanging money for products
- Give a detailed explanation of product usage, initial setup, and Enèji Pwòp warranty protection
- Customers should recognize the value of their new products as their personal property

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After-Sales Service

- We recommend that you check in with customers 1-2 weeks after making a sale
 - This helps to reinforce customers' confidence in you and in the Enèji Pwòp brand!
- If customers have problems, they may contact you
- Tell customers not to throw away their products, even if they stop working!

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“Positive word-of-mouth takes time and patience to build, but bad word-of-mouth is like wildfire.

It spreads quickly and even when you put it out, it leaves a mark of destruction that is difficult to erase.”

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Pwòp**

Demonstration

Product demonstration with correct usage

Q&A

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Lanp Enèji Pwòp



- Takes 6 hours to charge
- Level 1 = 4 hours of light
- Level 2 = 6 hours of light

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Enèji
Pwòp

TiPowa



- Takes a full day to charge
- Level 1: 4 hours of light
- Level 2: 7 hours of light
- Level 3: 50 hours of light

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Enèji
Pwòp

Sistèm Soley 10/15W



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plop plop!


Enèji
Pwòp

Recho Gaz Blan



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Enèji
Pwòp

Recho Mirak

- Uses 30% less charcoal!
- Warranty: 4 months



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Q&A

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Marketing

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Marketing

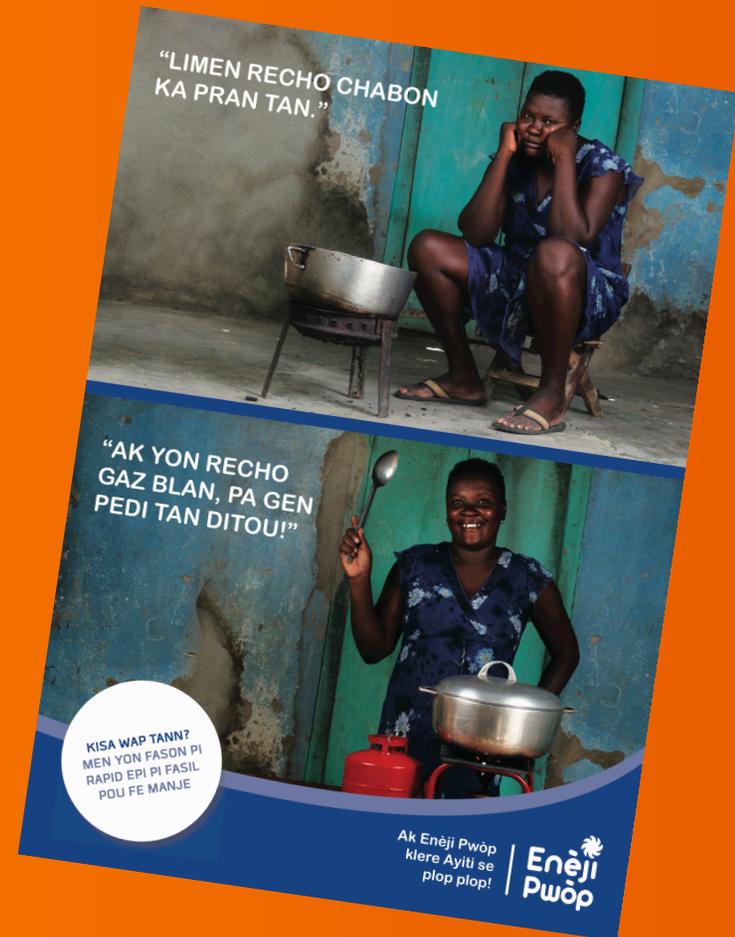
- Marketing is promoting the Enèji Pwòp brand publicly
- Your toolkit has several important marketing tools
 - Brochures
 - Referral cards
 - Group event invitations
 - Site Seller

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Printed Materials

- Posters, banners, referral cards, brochures...
- Remember, take the name of everyone who refers you so you can thank them!
- Always have brochures with you



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Pwòp

Group Sales Events

- You should give a group sales presentation about once per month
- Choose a good location for your community
- Be preapred: make sure you have **products available (and charged)!**

—break—

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Sales



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Enèji
Pwòp

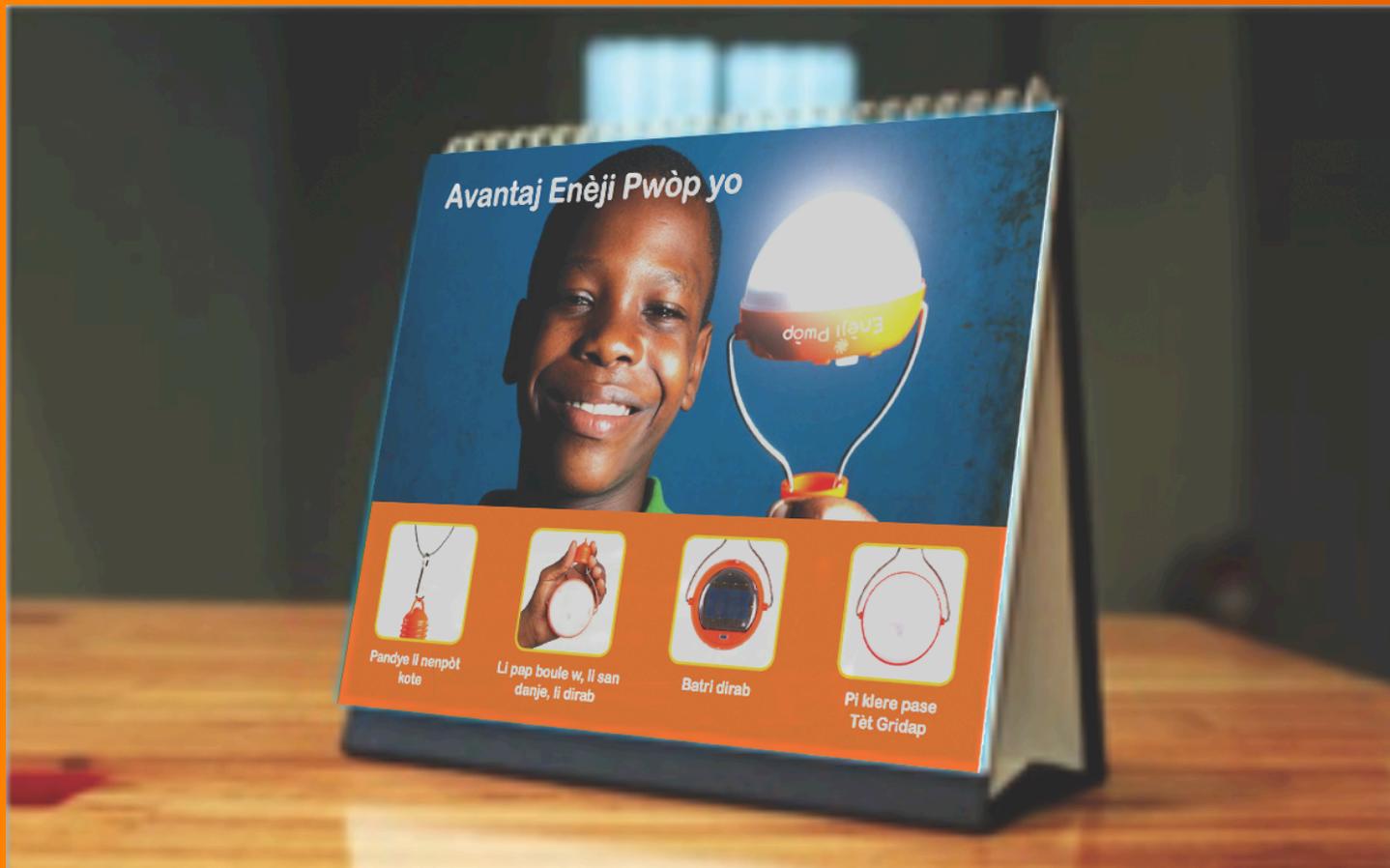
Your Site Seller

- Your Site Seller is your most important sales tool
- It helps you introduce yourself, your work, your products, and Enèji Pwòp
- Displays the key financial and health benefits of Enèji Pwòp products

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Your Site Seller



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Using the Site Seller

- Use the sections that most interest the customer
- Look at the customer, not the Site Seller!
- Give examples from other customers
- Practice the presentation and make it your own!

Practice

- Read through the Site Seller in pairs
- Demonstration

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Finalizing Sales



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WARRANTY

Product:

Receipt #: **Serial #:**

Customer Name:

Purchase Date: / /

PRODUCT COVERAGE:

	LAMP	PANEL
TiPowa	6 Months	1 Year
Surking Pro Awangeo	2 Years	2 Years
Lamp Enèji Pwòp	1 Year	1 Year
Sistèm Soley	1 Year	1 Year
	STOVE	
Recho Gaz Blan	4 Months	
Recho Mirak	4 Months	

Save this card!
Please keep this Warranty in a safe place. It is valuable.

 **WHAT IS COVERED:**
Defects or if the product stops working during the period not due to damage.

 **WHAT IS NOT COVERED:**
Your product is not covered if you lose or break your EP product— you will have to pay for the repair.





 **47368260**

If you have problems or need spare parts call Enèji Pwòp: **47368260**

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Paper Receipts



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REÇU # 0001

NOM DU DÉTAILLANT: _____

TEL: _____

DESCRIPTION	CODE PRODUIT	QTE

WARRANTY

Product: _____

Receipt #: _____ **Serial #:** _____

Customer Name: _____

Purchase Date: ____ / ____ / ____

PRODUCT COVERAGE:

	LAMP	PANEL
TiPowa	6 Months	1 Year
Sunking Pro Awangeo	2 Years	2 Years
Lamp Enèji Pwòp	1 Year	1 Year
Sistem Soley	1 Year	1 Year
	STOVE	
Recho Gaz Blan	4 Months	
Recho Mirak	4 Months	



WHAT IS COVERED:
Defects or if the product stops working during the period not due to damage.



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Your product is not covered if you lose or break your EP product— you will have to pay for the repair.







47368260

If you have problems or need spare parts call Enèji Pwòp:

NOM DU CLIENT: _____

TEL: _____

LOCALITE: _____

VILLE: _____

DÉPARTEMENT: _____

Nimewo Telefòn kliyan an

Adrès Kliyan an

Ak Enèji Pwòp
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SMS Reporting

- For each sale, you **MUST** send an SMS receipt
- Send the SMS to 7969 (“PWOP”!) – it’s free!
- This will help us know how much you are selling and make sure we have enough stock for **YOU!**
- Use the paper receipt to help



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Enèji
Pwòp



7969
(Pwop)

Product Code:Quantity:Unit Price::Client number

2 Colons!



You must send one SMS for each different product you sell

Use the initial price, not the total price

Add "L" if you are using Rent-to-Own

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Enèji
Pwòp

Enèji
Pwòp



7969
(Pwop)

Product Code:Quantity:Unit Price::Client number

2 Colons!



Practice!

1 Sistèm Soley 15W • 3 TiPowa • 2 Recho Mirak on Rent-to-Own

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Enèji
Pwòp

1 Sistèm Soley 15 W — 10107:1:17500::12345678

3 TiPowa — 10101:3:1450::12345678

2 Recho Mirak on R20 — 20300:2:500:L:12345678

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—break—

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klere Ayiti se
plop plop!





Responding to Customer Objections

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Enèji
Pwòp

Responding to Customer Objections

- Don't give up if a customer says "no thanks"
- Be prepared to respond to common questions
- Always stay honest and positive!

“Say This”

Follow these four steps for responding to an objection:

1. Listen
2. Acknowledge
3. Explain
4. Humanize



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Pwòp

Practice!

- Go over the “Say This” cards in groups
- Discuss other common objections

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The Rent-to-Own System

- The most common objection you will encounter will be about price
- The Rent-to-Own System is a special option for Enèji Pwòp retailers that will help you address this objection

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Why Rent-to-Own?

- Rent-to-Own is a good system for customers who don't have all the money at once but have a regular income
- Customers can pay for products in installments

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Rent-to-Own is a risk

- Retailers are responsible if the customer does not pay
- Enèji Pwòp cannot pay you back for the products
- If you offer this credit system, it is your choice

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How does Rent-to-Own work?

Three steps

1. Rent-to-Own Worksheet
2. Rent-to-Own Contract
3. Rent-to-Own Payment Tracker

➤ Keep a file for each Rent-to-Own customer

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 Enèji
Pwòp

Rent-to-Own Worksheet



Depans pou Enèji
Kombyen kòb ou konn depanse nan enèji kounya?

Depans pou Enèji

 G

Pwodwi

Pri an detay

 G



Aranjman Sijere

Pwodwi	Kantite nwit	Frè pou chak lannwit	Montan pou peye	Diferans
Lanp Enèji Pwòp	120	5	600	100
Tipowa	110	15	1650	200
Recho Mirak	60	10	600	100
Recho Gaz Blan	120	10	1200	125

Orè Peman
Se pou nou jwenn yon kantite lajan peman ki bon pou bidjè ou.

Pri Total

 G

Kantite Vesman

Chak Jou _____ G

Chak Semèn _____ G (x 7)

Chak De Semèn _____ G (x 14)

Lòt: _____ G

Peman chak semèn

Dat règleman

1^e Peman 09/06 + 110 nwit semèn = 27/09/14!

2 semèn Pèman Final

Tips

- Choose a payment schedule that works for everyone
- Always set the date of the final payment
- We suggest you use a guarantor for more security

Guarantor

- A guarantor is a third party who is responsible if the customer is unable to pay
- This should be a person you trust

Rent-to-Own Contract



Kontra Lokasyon

1 INFÒMASYON

Pwodwi: _____
Non Kliyan an: _____
Non Revandè a: _____
Non Garan an: _____

Dat Akò a: _____

2 ARANJMAN PÈMAN

Payment Frequency

- Pa Nwit
 Pa Semèn
 Chak de Semèn
 Lòt: _____

Kantite Lajan Chak Pèman

X

Nimewo nan Pèman

=

Pri Total

Pri a

3 ORÈ PÈMAN

Kantite Pèman:
Premye Dat Pèman: _____
Dat Pèman Final: _____

Chak Semèn Pèman
Jou _____ Tan _____

4 DEFO & RETA FRÈ PÈMAN



Fen Frè Pèman – yo ap chaje-w yon frè pèman an reta si ou pa peye yo anvan dat ki pwogram pou pèman an. Nan ka sa a, yo pral pran yon ti frè nan **20 HTG** pou peye. Revandè a ap fè aranjman pou yon tan pou ranbousman nan ka a yon pèman rate oswa anreta. Si revandè a neglijje voye yon kolekte frè nan dat ki etabli epi yo pa kontakte ou, yo pa pral gen okenn frè an reta pou peye.



Defo – Si ou rate 3 pèman yon apre lòt ou pral vin an defo e wap gen 15 jou pou peye tout pri pwodwi a. Si ou pa peye, garan an dwe peye pou balans eksepsyonèl pwodwi a.

REMAK: *Se responsablite tou de pati yo pou yo disponib nan dat pèman an pwogram a ak tan. Si yon nan pati a pa kapab patisipe nan yo, yo dwe kontakte lòt la pou fè aranjman pou yon tan altènatif.*

5 SIYATI

Kliyan: _____ Garan: _____ Revandè: _____

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Late Payment Fees

- Late payment fees help ensure on-time payments
- Use your judgment regarding a customer's effort to determine whether you will charge a late payment fee

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Default

- The biggest risk of the Rent-to-Own system
- Default occurs when a customer misses three payments in a row
- Defaults are not fun, but they can happen. This is why the total price of products is higher with Rent-to-Own

Payment Tracker

- Fill out the tracker each time a customer makes a payment
- The customer must sign for every payment

 **SWIV PÈMAN LOKASYON**

Non Kliyan Telefon Adres	Pwodwi Dat acha / /
Non Garan an Telefon Adres	Pri a: HTG Ore Pèman: jou semèn mwa lèt Lèt: Montan chak pèman: HTG Dat Pèman Final: / /

Pèman	Dat	Montan	Estans	Siyati Kliyan
Pèman Inisyel				
Pèman 1				
Pèman 2				
Pèman 3				
Pèman 4				
Pèman 5				
Pèman 6				
Pèman 7				
Pèman 8				
Pèman 9				
Pèman 10				
Pèman 11				
Pèman 12				

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—break—

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klere Ayiti se
plop plop!





Technical Service & Repairs

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Enèji
Pwòp

Customer service continues throughout the entire life of an Enèji Pwòp product.

- Remember, providing good after-sales service will help your reputation!
 - Building a strong reputation will help with future sales

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plop plop!



Ak Enèji Pwòp
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plop plop!



WARRANTY

Product:

Receipt #: Serial #:

Customer Name:

Purchase Date: / /

PRODUCT COVERAGE:

	LAMP	PANEL
TiPowa	6 Months	1 Year
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Lanp Enèji Pwòp	1 Year	1 Year
Sistem Soley	1 Year	1 Year
	STOVE	
Recho Gaz Blan	4 Months	
Recho Mirak	4 Months	

Save this card!

Please keep this Warranty in a safe place. It is valuable.



WHAT IS COVERED:

Defects or if the product stops working during the period not due to damage.



WHAT IS NOT COVERED:

Your product is not covered if you lose or break your EP product— you will have to pay for the repair.



If you have problems or need spare parts call Enèji Pwòp:


47368260

Always give customers a warranty card with their receipt!

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klere Ayiti se
plop plop!



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If you have problems or need spare parts call Enèji Pwòp:


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Explain what warranty protection means, what is covered, and what is not covered

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Problems that happen on their own are covered by the Enèji Pwòp warranty.

What isn't covered?

- Problems that result from obvious damage
- Problems that come from improper product usage
- Problems that happen if the client opens the product to try to fix it
- Lost or stolen products
- Any problems after warranty coverage ends

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Proper usage

- It is key that customers understand how to properly use their products and the products' guarantee
- Review all product usage instructions with your customer when you make a sale

Technical Service: 4736 8260



- Enèji Pwòp has a technician who can help you with any product problems
- This is a free service
- What happens?
 1. Report
 2. Resolution
 3. Repairs (if necessary)

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Pwòp

Report

ODK Collect > rapportservice2013SEP13

6. Ville

- Abricots
- Acul du Nord
- Anse a Foleur
- Anse a Galets
- Anse a Veau
- Anse a Pitres
- Anse d'Hainault
- Anse Rouge
- Aquin
- Arcahaie
- Arnaud

← ⌂ 📄 📶 ☰

ODK Collect > rapportservice2013SEP13

13. Cause du problème

- laissé sous la pluie
- le client ne sait pas comment utiliser le produit
- le produit est tombé
- les enfants ont joués avec le produit
- volé
- ampoule cassée
- interrupteur cassé
- câble cassé
- le produit nécessite une installation chez le client
- Other

← ⌂ 📄 📶 ☰ ^

ODK Collect > rapportservice2013SEP13

12. Description du problème du client:

- panneau solaire endommagé
- lampe endommagée
- le client ne sait pas comment installer le produit
- pièce manquante
- câble cassé
- le client ne sait pas comment utiliser le produit
- la batterie ne se charge pas
- couverture plastique endommagée
- interrupteur cassé
- les câbles sont tordus
- ampoule cassée

← ⌂ 📄 📶 ☰ ^

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Repairs

- If necessary, the technician will ask customers to send them products for repairs
- If the products are still under warranty, the customer will not have to pay for repairs
- Replacement is sometimes a better option
 - Customers will come to you for replacements!

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Technical Service = Customer Service

- Customer service is especially important when there are technical problems with products
- Customers will usually be frustrated, especially if the problems are their fault
- Make sure you stay calm, encouraging, and positive throughout this process!

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Congratulations!

You are now a Certified
Enèji Pwòp Retailer!

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plop plop!



Contact

- Write down this contact information:
 - Your Agent: **0000 0000**
 - Enèji Pwòp national hotline: **3199 6025**
 - Any other Retailers you met today

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plop plop!



Next steps

- Meeting with your Agent
 - Talk about sales objectives
 - Buy your next batch of stock
 - Talk about any problems or ask any questions you have



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plop plop!



**Goodbye, and
thank you for coming!**

Please fill out the exit survey before leaving!

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klere Ayiti se
plop plop!

