

# Enèji Pwòp Retailer Guide



Ak Enèji Pwòp,  
klere Ayiti se plop plop!





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# Welcome to Enèji Pwòp!

Enèji Pwòp's mission is to help eradicate energy poverty in Haiti by making affordable, high quality clean energy products available to the general public.

**Energy poverty** = when people are not able to access modern sources of energy due to availability or cost.

**Our product line includes both solar lighting solutions and fuel-efficient cook stoves.** Our lights provide healthy and efficient lighting solutions by utilizing the sun for energy, reducing or replacing the need for kerosene lamps and candles. Similarly, our stoves decrease or even eliminate the need for charcoal by introducing low-cost, high quality modern technology. Not only do these products bring access to modern lighting and cooking solutions, they also provide improved health to clients and significant savings over traditional products. Some of our products pay for themselves in as few as 90 days!

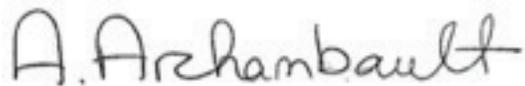
Through our clean energy entrepreneurship program we help local entrepreneurs start up clean energy businesses of their own to sell Enèji Pwòp products. We are excited that you are going to join us in this mission and happy for you in starting your new clean energy business.

We are proud of the products we sell and the service we provide with those products. Upholding the integrity of our operations is important to us and we hope you will help us in this regard. In order to make Enèji Pwòp a well-known and trusted brand, we all need to work together. Please do your best to follow all customer service protocols and policies and contact us if you have any questions or suggestions.

This guide will provide you with all you need to be a clean energy entrepreneur with Enèji Pwòp. We are continually improving and from time to time will add or change things to this guide. We welcome your advice and ideas so please contact us if you have any suggestions!

In this guide you will find guidance on everything you need from sales and business operations to addressing repairs and technical issues. For further questions you can find the contact information of your Enèji Pwòp Agent on the inside back cover.

Sincerely,



Allison Archambault & The Enèji Pwòp Team



# Chapter 1: The Enèji Pwòp Model

# Our Products

Enèji Pwòp offers a range of solar lighting and cooking products. Each has been selected based on quality, affordability and positive environmental impact. The following pages offer an overview of what is currently offered but be sure to review the current product brochure for the latest products available.

---

## Portable Lighting

Solar Power on the Go

## 1. Lighting Solutions



### Lamp Enèji Pwòp

Est. battery life - 1.5 years

This small light packs a big punch and is equally useful as a room light, study light or can be held as a torch! No more having your light blow out from the wind!



### Tipowa

Est. battery life - 2 years

The perfect work light for you child or business. Over 3 hours on its brightest setting or up to 50 on the lowest. Ideal for lighting your shop at night when your comeditors have to close or for your childs evening study session. Alternatively you could start a small phone charging business.



### Powa Pak 2.5

Est. battery life - 2 years

Stop your children from squinting in bad lighting. This lighting set is perfect for brightening up to two rooms and can power a radio or charge your phone.



### Sistem Soley 10/15W

Est. battery life - 2 years

Now, the power of the sun for your whole home! This system can power your radio, TV, and phone while also bringing the gift of light to your family.... For FREE! Additionally, the motion detecting security light keeps your loved ones safe while they sleep or when they are all out.

## Interior Lighting

Light Your Home and Power Your Device

## 2. Clean Energy Stoves



### Recho Mirak

This "Miracle Stove" is an improved charcoal cookstove that consumes 15-30% less charcoal than traditional models. Now you can cook your meals without worrying about burning away your families money!



### Recho Gaz Blan

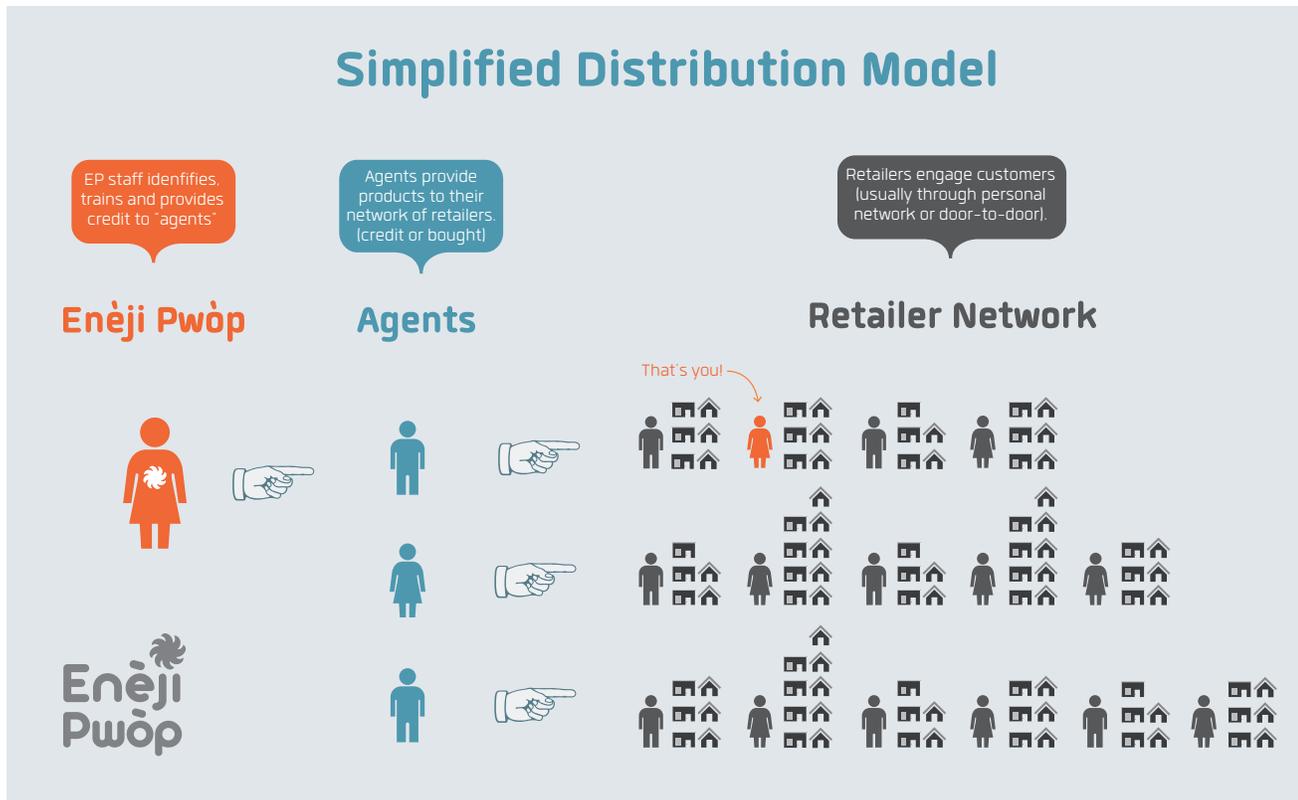
The Recho Gaz Blan cookstove is ready to go as soon as you hit the "on" switch. Efficiently burning kerosene from the pressurized spill-resistant tank, this stove is a cheap and healthier alternative to traditional charcoal. And when you're done, it's just as easy to turn off, so you don't waste a single Gourd.

## Clean Cooking

Charcoal Efficient or  
Charcoal Free

- [Recho Mirak](#)
- [Recho Gaz Blan](#)

# Sales Model



Enèji Pwòp has a three-tier sales model. Our head office in Port-au-Prince works with regional Agents to distribute products and get them our network of over 60 Retailers. As a Retailer you will work closely with your Agent to determine sales goals, sales strategy and acquiring products for your customers.

As a Retailer, you are the face of Enèji Pwòp. Our Retailers have the freedom to work out the best sales strategy for their local area, but we also provide tools and a basic framework that you can build from. These include suggestions on how to find and engage customers, sales techniques, marketing items such as posters and flyers and sales options for your customers.

You have the freedom to work as you please, but you are still the face of Enèji Pwòp and should do your best to ensure you are following brand standards and policy. We want to make sure that our customers find the same level of service wherever they buy their products. This will help your business, as customers will recognize Enèji Pwòp as a good brand!

## 1. Direct Sales & “Rent to Own”

Most sales are made directly between the Retailer and customer in a single transaction, or upon delivery of the product to the customer. This is considered a “direct”, or one time payment sale. Retailers will usually pre-buy products from their Agent for resale, or may choose to buy the product from their Agent on a sale-by-sale basis.

A unique option that can be provided by EP Retailers is Rent-to-Own. Retailers may, at their own discretion, provide a second option for customers who cannot pay the full amount at one time but would like to pay in regular installments over a negotiated period of time; we refer to this as our “Rent-to-Own” model. As Retailers must provide the full wholesale payment to their Agent to receive a product and the Retailer assumes the risk if the customer fails to meet their payment obligations, Retailers may choose to offer this option on a case-by-case basis. The Rent to Own model is discussed in detail in Chapter 2.

## 2. Getting Products

Products can be acquired from your Agent in one of two ways, sale-by-sale or in bulk purchases. Many of our Retailers begin on a sale-by-sale basis and as they increase their earnings, move towards bulk purchases where discounts are available. In both situations, the Retailer is responsible for providing payment to the Agent for any products prior to the product being released to the Retailer. If your Agent chooses to give you credit for your stock, you are responsible for repaying your Agent for those items as your Agent will already have bought them from Enèji Pwòp.

TiPowa		Product Code: 10101			
	<b>Retailer Price (0-3)</b>		<b>1,225HTG</b>	<b>Unit Profit</b>	
	Level 1	4-11	<b>950 HTG</b>	<b>275 HTG</b>	22%
	Level 2	12-23	<b>940 HTG</b>	<b>285 HTG</b>	30%
	Level 3	24+	<b>850 HTG</b>	<b>375 HTG</b>	44%

This table is for reference only. Prices and unit levels change periodically. Be sure and check the most recent price sheet for current figures.

## Bulk Discounts

Once you have a good understanding of your market and can buy a larger number of products, you will receive price breaks on products. Since you will continue to sell the products at the same retail price, this allows you to earn more money on each product sold. This table shows a sample of the discounts available at different price levels. You will want to work with your Agent regularly to help map out sales goals that will help you earn the most profit from your sales.

**Stay positive!**

Sometimes you will have a hard day and the goals you set will seem far out of reach. Keep at it and know that you have the Enèji Pwòp family supporting you each step of the way!

# Sales Goals & Incentives

**Clean Energy Entrepreneur**  
**SALES GOALS WORKSHEET**  
 (New Entrepreneur)

 **Income**

Enter your monthly goals from the page before  
 \_\_\_\_\_ (per month)

The table shows the average minimum profit per sale. Once you start to sell more, the costs will decrease, allowing you to earn more.

**Use the table to workout a range of products you need to sell to reach your monthly sales goal.**

Keep in mind that some products sell more than others (discuss with your agent). You may want to target these products for the first month until you begin to know who may be interested in the more expensive products, or those you might want to consider more expensive products for **Rent to Own**.

Lights	Units Profit	Units	Profit
Lamp Enèji Pwòp	50HTG		
TIPowa	275HTG		
PowaPack Jr	400HTG		
Sistem Soley 10W	1,000HTG		
Sistem Soley 15W	1,500HTG		
Stoves	Units	Units	Profit
Recho Mirak	40HTG		
Recho Gaz Blan	90HTG		
<b>Total</b>			<input style="width: 50px;" type="text"/>

---

**Your Network**



**Your personal network of friends, family, church members and other local groups are your most important resource. You want to cultivate and grow your networks.**

- How many of your friends or family members would consider an EP product?  
 \_\_\_\_\_ (people)
- How many church members do you think might buy an EP Product?  
 \_\_\_\_\_ (people)
- 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.


2

It's good to set sales goals for yourself as a small businessperson, they will keep you motivated and on track to succeed! To help with this we've created a few incentives for you to work towards and a worksheet to help you plan out how you will get there. Ask your Agent for a sales goal worksheet with the current incentives. Your Agent will work with you to set realistic sales goals that will help you to improve over time and hit your targets! See Appendix II: Sales Goals Sheets.

# Customer Service

Enèji Pwòp takes customer service very seriously. Service is not only the actual sale, but also the entire relationship the company has from advertising, local presentations, door-to-door sales, to any post-sales interactions we have with customer including follow up visits, repairs and assisting with replacement parts. We call this the “customer journey” and as the public “face” of Enèji Pwòp, we look to you to ensure our customers are not only satisfied with our products, but also become the biggest Enèji Pwòp promoters to their friends and family.

However, earning this reputation is not easy. Good word of mouth takes time and patience to build but bad word of mouth is like wildfire, it spreads quickly and even if it can be put out, it will leave a trail of destruction that is difficult to rebuild. This is why we ask you to practice good customer service through all steps of the customer journey. Sales are obviously important, but consistent, high quality service will be what helps both you and Enèji Pwòp to continue to grow.

## 1. Pre-Sales & Marketing

You will have many opportunities to introduce Enèji Pwòp to your potential customers. Sometimes this may be at more formal marketing events such as asking your church or child’s school if you can give a pitch about the products, other times this will be less formal, such as talking to friends or family and mentioning the products.

## 2. The Sale

The sale is the most obvious interaction with customers, also one of the most important. But service does not end with just collecting money and providing a product. Good service here includes working with the customer so they understand payment options (if offering R2O or any other credit terms), explaining the warranty coverage (what is included and what is not), and assisting them with basic product setup. When you finish a transaction you want the customer to feel excited about the product, but also confident about their purchase and the service provided by Enèji Pwòp.

## 3. Post Sales Follow-Up & Service

If customers have a problem with their product, they may give you a call or stop by to talk to you in person. In this situation we want to provide exceptional service so that they do not regret their purchase. Chapter 7 covers how to handle these service options.

Not all post-sales service needs to be about a product problem. If possible, we would recommend returning to your customer one to two weeks after the sale to ask how it is working for them and if they have any questions. This is also a good opportunity to ask if there is anyone else they might recommend for a product but more than anything, it will help cement their trust and confidence in Enèji Pwòp.

# Sales Options

A Retailer has a number of options for engaging customers on sales. Currently the majority of our Retailers gain the most sales from door to door visits, but other options are available and we always encourage innovative ways to engage potential customers. This section will briefly share some of the most common methods. Chapter 2 has details on what tools might be useful in these situations.

## Door to Door

You'll find that you are often best able to present EP products when talking to potential customers one-on-one. We've created several sales tools to assist you with this. As you start off your retail business we suggest drawing a simple map of your local community that shows the people you know, the people you don't and who you think might be most interested in EP products. This way you can plan to visit a certain number of homes in a day that are near by, and you have a way to mark customers who were not available or others that you should follow up with later.

## Home Shop



If your home has a porch or an area that you can display posters or the EP products, you may want to setup a "home shop". You don't need to keep your shop "open" all the time, but you may set aside a couple of hours a day when people can dependably find you or consider putting up a sign with the hours you are available to discuss EP products. If you have business cards, you may want to leave a few by your door so people can get your contact information if you are not home. If you are interested in this, discuss with your Agent who can provide advice and assist at getting marketing materials such as posters and "bunting".

## Markets & Events

If you have a booth at your local market, you already have a perfect place to start selling your EP products. You may also ask a friend or relative who has a booth if you might be able to share this with them when your schedule allows. Market customers might not come with enough money to make a sale that day, but you can let them know what days you will be there and encourage them to save so they can purchase a product next time. If you are offering the Rent To Own option, a presence at the market is a good way to establish a place for making regular Rent To Own payments. See Chapter 6: The Rent To Own System for more information.

But, markets are not the only opportunity to engage many people! Your local church and schools can also be approached. Talk to your local religious leader or school principal and ask if you might be able to do a short presentation on EP products. For churches, this might be following a service while parent-teacher events can be an excellent resource for schools.

Additionally, Festival Season is a great opportunity to get people together and present your products. This might be a perfect place to create buzz about EP through a group sales event or possibly even a Pop Up Shop! See Chapter 3: Group Sales Events for more information.

## Pop Up Shop



The “Pop Up Shop” is a new idea Enèji Pwòp is considering when entering new communities. The shop would be put up for a few weeks, or up to a month, and run by Retailers in the area. Talk to your Agent to ask about the status of this idea and whether it may be possible in your community.



# Chapter 2: Marketing & Sales Tools

# Posters & Print Advertising

Enèji Pwòp has created an assortment of tools that will help you market EP products and assist in sales. Some items you will be given with this guide, other may be obtained through discussing with your Agent who manages the marketing budget.

## TIP

### Keep the same phone number!

Frequently changing your phone number is an annoyance to customers who want to contact you and can lead to lost sales when they try to call a number you are no longer using. Your business card will have your phone number on it and will look much less professional if you have to cross through an old number and write in a new one!

### Mondesir Ernest Sales Agent

☎ (36) 274-079

🏠 Route Neuf, Pòsali, Sud

✉ **e-mail:** mondesirernest@earthsparkinternational.org

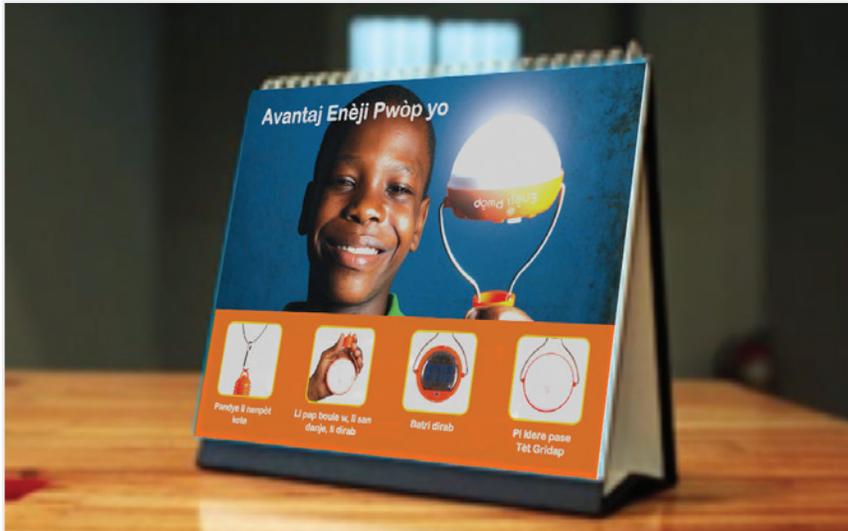
Ekonomi Lajan | Ekonomi Chabon | Ekonomi Tan  
www.enejipwop.com

**Enèji  
Pwòp**

Ak Enèji Pwòp,  
klere Ayiti se  
plop plop!

## Your Business Card

Business cards are one of the first “rewards” for sales as discussed in Chapter 1. Once you hit this sales target and receive your cards, always have these on hand to give out or leave with people who have expressed interest in the future about EP products. Enèji Pwòp will provide you with some cards. Please make sure to keep your contact information on the cards current and up to date with your EP Agent.



## The “Site Seller”

The site seller is designed to help people understand energy poverty and illustrate how EP products can save people money and improve their health. It is possibly your most important sales tool besides your personality! In fact, it’s so important we’ve dedicated all of Chapter 4 and Appendix I to how to use it. You can use this tool in door-to-door sales but also at markets or anytime you have a chance to talk at length with customers.

### TIP

#### Always bring carry a Warranty Card!

The warranty on our products is a big selling point for our customers. It is best to always carry a Warranty Card with you to sales visits where you will use your Site Seller to help you explain the warranty process to your customers. The two tools complement each other well, and the Warranty Card can be important in outlining the services that EP offers its customers.

## TIP

### Offer a Thank You!

If you receive an additional sale as a result of a referral from an existing customer, be sure and stop by and tell them thank you! This is part of the “customer journey” and a way to keep customers continuously happy. You may even consider offering a discount on other EP products, but this is up to you as it will come out of your stock or profit, just be sure and keep notes of customers who have referred other new customers!

## Referral Sheets

**Ou vle aprann kijan pou elimine kantite lajan depanse pou gaz blan?**

Ekonomize plis pase **1,350 HTG** pou yon ane!



**Enèji Pwòp** AK Enèji Pwòp Mèrè Ayiti se pi bon plan!

Kontak: \_\_\_\_\_  
Telefòn: \_\_\_\_\_  
Refere pa: \_\_\_\_\_

**Ou vle aprann kijan pou konsève lajan sou ekleraj pòtab?**

Ekonomize plis pase **2,000 HTG** pou yon ane!



Elimine gaz blan ak depans nan chaje telefòn!

**Enèji Pwòp** AK Enèji Pwòp Mèrè Ayiti se pi bon plan!

Kontak: \_\_\_\_\_  
Telefòn: \_\_\_\_\_  
Refere pa: \_\_\_\_\_

**Ou vle konnen kouman ou kapab ekonomize lajan sou depans pou kwit manje?**

Ekonomize plis pase **2,000 HTG** pou yon ane!



**Enèji Pwòp** AK Enèji Pwòp Mèrè Ayiti se pi bon plan!

Kontak: \_\_\_\_\_  
Telefòn: \_\_\_\_\_  
Refere pa: \_\_\_\_\_

**Ou vle pou konsève lajan ak amelyore sante pou fanmi ou?**

Ranplase gaz blan ki chè pa ekleraj solè ki abòdab.



**Enèji Pwòp** AK Enèji Pwòp Mèrè Ayiti se pi bon plan!

Kontak: \_\_\_\_\_  
Telefòn: \_\_\_\_\_  
Refere pa: \_\_\_\_\_

Referrals are the perfect way to capitalize on a successful sale. Use these cards to ask your customer if they know anyone else who might be interested in EP products. Write in your name and phone number and leave a few with your newly happy customer and ask them to give them to their friends and family. Remember, a happy and satisfied customer can be your best advertising!



## TIP

### Easy to Read:

Make sure the information on the flyers is in clear handwriting, preferably in permanent marker in case of bad weather.

Want to learn how Enèji Pwòp can save you thousands of gourds on your energy costs?

Date: \_\_\_\_\_ Time: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 More info: \_\_\_\_\_

Enèji Pwòp

Below the main flyer is a row of 12 smaller versions of the same flyer, each with a small Enèji Pwòp logo at the bottom.

**YOU'RE INVITED!**  
 TO A PRESENTATION ABOUT ENÈJI PWÒP PRODUCTS:

How to save money & improve your families health!

Date: \_\_\_\_\_ Time: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 More info: \_\_\_\_\_

Enèji Pwòp

## Group Invites & Invite Posters

These low cost tools help you get the word out about sales presentations you may give. You should write on the original documents all the event time, date and location and then copy these in black and white. It's best to use a new "master" for each of the documents for each event so that the quality is good. Making copies of "copies" will make the posters and flyers difficult to read.

Contact your Agent if you run out of "master" copies of these items!

## TIP

Write your name & number here

WHY ENÈJI PWÒP??

Locally Available

We'll teach you how to use it!

4-12 months warranty

ngoing support & technical assistance

FOR MORE INFORMATION SPEAK TO YOUR ENÈJI PWÒP EXPERT:

NAME: \_\_\_\_\_

\_\_\_\_\_

Enèji Pwòp

PRODUCT GUIDE

**THE EASY WAY TO SAVE MONEY & LIVE HEALTHY**

At Enèji Pwòp Here, it's all in your hands!

Enèji Pwòp

Always write your name on the back of brochures!

If you forget or don't have a marker, be sure to give the customer one of your business cards with the brochure so they can easily contact you.

PORTABLE LIGHTING Solar Power on the Go	INTERIOR LIGHTING Light Your Home and Power Your Devices	CLEAN COOKING Charcoal Efficient or Charcoal Free
<p><b>LAMP ENÈJI PWÒP</b></p> <p>Kit battery life: 2 years</p> <p>This small light packs a big punch and is equally useful as a room light, study light or can be used as a torch! No more having your light blow out from the wind!</p> <p>6 MONTHS WARRANTY</p> <p>6 MONTHS WARRANTY</p> <p>Saves over 2,400kWh Annually!</p> <p>450,000kWh</p>	<p><b>POWA PAK 2.5</b></p> <p>Kit battery life: 2 years</p> <p>Stop your children from squinting in bad lighting. This lighting set is perfect for brightening up to two rooms and can power a radio or charge your phone.</p> <p>7-12 MONTHS WARRANTY</p> <p>8 MONTHS WARRANTY</p> <p>Saves almost 7,600kWh Annually!</p> <p>3,200,000kWh</p>	<p><b>RECHO MIRAK</b></p> <p>Kit battery life: 2 years</p> <p>This "Miracle Stove" is an improved charcoal cookstove that consumes 50-20% less charcoal than traditional models. Now you can cook your meals without worrying about burning away your families energy.</p> <p>4 MONTHS WARRANTY</p> <p>8 MONTHS WARRANTY</p> <p>Saves almost 650kWh Annually!</p> <p>400,000kWh</p>
<p><b>TIPOWA</b></p> <p>Kit battery life: 2 years</p> <p>The perfect work light for you, child or business. Over 3 hours on its longest setting or up to 50 on the lowest. Ideal for lighting your shop at night when your customers have to open or for your child's evening study session, whenever you could start a small phone charging business.</p> <p>4-50 MONTHS WARRANTY</p> <p>6-12 MONTHS WARRANTY</p> <p>Saves almost 7,600kWh Annually!</p> <p>1,200,000kWh</p>	<p><b>SISTEM SOLEY 1010W</b></p> <p>Kit battery life: 2 years</p> <p>Keep the power of the sun for your whole home! This system can power your radio, TV and phone while also bringing the gift of light to your family... For FREE! Additionally, the motion detecting security light keeps your loved ones safe when they sleep or when they are all out.</p> <p>60 MONTHS WARRANTY</p> <p>6-12 MONTHS WARRANTY</p> <p>Saves almost 2,400kWh Annually!</p> <p>12,000,000kWh</p>	<p><b>RECHO GAZ BLAN</b></p> <p>Kit battery life: 2 years</p> <p>The Recho Gaz Blanc cookstove is ready to go as soon as you fill the tank. Efficiently burning hydrogen from the pressurized gas-resistant tank this stove is a cheap and healthier alternative to traditional charcoal. And when you're done, it's just as easy to turn off so you don't waste a single gourd.</p> <p>4 MONTHS WARRANTY</p> <p>8 MONTHS WARRANTY</p> <p>Saves almost 1,050kWh Annually!</p> <p>1050,000kWh</p>

## Product Brochures

Our new product brochure will be a tool you use almost every day you are doing sales— always keep at least ten with you, even on days you're not planning on selling as you never know when a new opportunity will come up! The EP brochures show our current product line, key features and prices of products.



## Apparel

You will receive an orange Enèji Pwòp T-Shirt after making a designated number of sales, as outlined by Enèji Pwòp. We suggest always wearing your t-shirt when doing any kind of sales or so the people can easily identify you as that "Smiling Enèji Pwòp Sales Retailer!" We may be designing additional apparel in the future, ask your Agent for any updates!

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## RADIO

Although you will not do anything with radio directly, Enèji Pwòp will begin radio advertisements in 2013 and 2014 in different markets. These will help raise awareness of the Enèji Pwòp brand, it's products and how they help improve lives. As customers hear more about the products, they should help you improve sales. Feel free to ask your Agent for a copy of radio advertisements if you feel it would be useful in your own marketing.

## TIP

### Get the right time!

Try to pick a time when you know people will not be working or doing household chores such as cooking or going to the market.

## TIP

### Make your guests comfortable!

When you host your presentation, make sure there is available shade, and maybe even water for people to drink while they listen to you. Be prepared to answer a lot of questions at one time! If you have a budget for it, small sweets or snacks are a great way to get people to come or stay through the presentation.

# Group Sales Events

It is a good goal to plan a group presentation with customers and potential customers once a month. If you can organize more, great! We have two marketing tools you can use to invite customers, a small poster you can put up in your community and small “flyers” to hand out to individuals.

The importance of these tools is to give your market all of the necessary information they need in order to show up for the presentation. All that’s left to do next is wow them with your products and your salesmanship.

---

## 1. Choosing Locations for a Group Presentation

The best locations will have a “built in” audience, meaning that many of the people will already be there and you don’t have to rely on people needing to come specifically for your presentation. These may include:

- Community or school meetings
- After church services
- Your local market
- Festivals

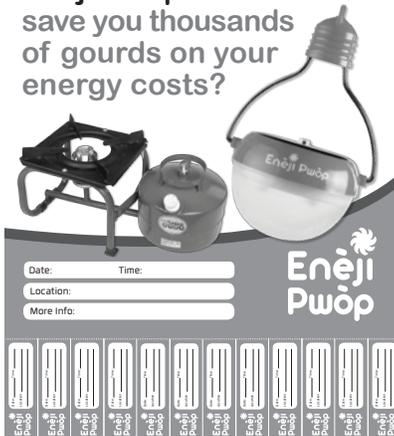
However, you know your market the best and should look at other opportunities you think will work or talk with your Agent for appropriate opportunities in your community. These type of events may require a bit more “marketing” but can also be very useful, you may even want to invite people to your home or porch in the evening when it’s cool (and where they can see your EP lights in action!).

## 2. Inviting Potential Customers

You want to make sure you advertise any events in advance to allow people time to plan and attend. We recommend marketing the event starting **at least 1 week in advance** of the presentation. This will be a combination of putting up posters, handing out flyers, and making announcements at local events. You always want to state the time and location and let people know you have flyers to help them remember.

### 3. Event “Tear Away” Posters

Want to learn how **Enèji Pwòp** can save you thousands of gourds on your energy costs?



These small black and white posters are designed to have “tear-away” tabs at the bottom where you can write the event details. This makes it easy for people to tear away the most important information and take it with them. You can use this to assess interest in the presentation by going back to the posters a few days later and seeing how many tabs have been torn away. This will also help you identify the best locations for the posters.

#### Where to Place Posters

You want to identify “high traffic” areas for your posters, places where many people walk past. Schools, churches and shops may be an option but be sure to ask permission prior to putting up your poster.

#### Handing Out Flyers

Like the posters, start inviting people with the flyers at least one week in advance. You can set these on the table in your shop (if you have one), ask local stores or vendors if you can leave some at their shop or bring them with you to the market, church, school or other places you expect you will be able to talk to people.

Going door to door is also a great way to generate interest, or maybe follow up with someone who does not have time to learn about the products now, but is still interested. Remember, if you are passing the flyer out by hand, make sure you do so with a smile and welcoming attitude!

#### TIP

##### CUT!

Remember to cut along the dotted lines with scissors so it is easy for people to tear off the information.

#### TIP

##### Color Posters:

If you feel the location is safe (for example, inside a church or school), you may want to consider posting up one of the larger, color posters or banners that can be obtained by your Agent along with the smaller event poster that states the date and time. But remember, these items are more expensive and you don’t want them to get stolen or damaged.

#### TIP

##### When to hand out in person:

Whether you’re going door to door, visiting the market or talking to people at church, always think of the time when the most people will be there. If going door to door you may want to avoid “busy” times such as lunch and dinner when people are doing household work.



# Chapter 3:

## Sales & Your Site Seller



# Attitude, Skills, Tools

Whether doing door to door or setting up a small booth at the market or your local school, having a good process to talk to customers and share the benefits of EP products will help increase your sales. We've created several tools to assist with this including the product brochure and most importantly, the Site Seller, which you use to help customers see the direct benefits of the products on their family income and health.

Even though we feel these tools can really help, they only can work if you've taken the time to understand how they are used and practice, practice, practice! Remember, just because a person has a hammer does not make them a carpenter! Below are some key thoughts to remember regarding your tools but also how you can prepare mentally for being a good sales person.

## Attitude

Attitude here refers to the general approach you take to working with customers. This allows your skills and tools to be effective.

### Planning prevents poor performance

As a Retailer you should always be ready for action. This means reviewing and practicing your tools at home or with your family prior on going on sales trips. Review the tools you'll be using, go over them out loud as you are walking to the next house and review your "say this" cards to prepare for questions and objections. This will help you to feel confident and relaxed when you engage customers!

### Be flexible when things change course

A good Retailer understands the importance of having an open mind, being flexible, and staying focused on the sales objective. Customers will never act exactly as you might expect and this is ok. Always actively listen to their comments and respond with the knowledge you have. Once you address their concerns, move back where you left off in your sales pitch.

## Skills

Skills refers to your ability to interact with people. You are the key to getting customers to positively associate with Enèji Pwòp.

### Always be friendly with customers

As a Retailer you should always be kind-hearted, honest and fun. Sales are important but you don't want to be pushy or create a negative image of Enèji Pwòp. Sometimes a customer will simply not be interested, and this is ok. Tell them thank you and wish them a nice day!

## Be energetic & enthusiastic

Remain positive when engaging with customers, even if they are rude or you're feeling not at your best. Customers can sense a lot about your attitude and can sense if you are tired or not really interested in what you are doing, which will reduce your chance for sales.

## Speak in plain language and be easy to understand

People appreciate honesty and you should speak with them in a clear, professional manner but still choose language that is easy to understand. Most customers will not know or care about "ampere" or other super technical language. Use language and comparisons that makes sense in their lives.

## Tools

With the correct Attitude and Skills, you are ready to successfully use your tools. Remember, no matter how good you know your tools, without taking the time to be strong in the other skills, you will limit your success as a salesperson!

### Be confident in using the tools

Confidence with your tools will come with practice and as you start to use them more but it's important to study them so that you understand how they work, when to use them and the key messages of each tool or tool section. If you are unprepared and look confused, customers will notice and it will impact your confidence. Review your tools between customer visits to always be improving!

### Remember the key messages of a tool

Each section of the Site Seller has a key message, usually about energy cost savings or health. These are very important to customers and these are the key messages you want to make sure your pitch communicates. Don't worry about reciting the script perfectly, be yourself! Just make sure you focus and don't forget the key messages in each section!

### Don't sound like a "Script"

Nobody likes a robot! We've provided a base script for your site seller, [see Appendix: Site Seller Script] but you should never sound like you are reading or reciting from memory like a robot. The most important aspect is the content and key messages and over time you'll find ways to adapt this to your natural voice.

## TIP

### Speak clearly!

This seems silly but can easily be forgotten if you're nervous! If you find yourself talking too fast or too low, take a deep breath, smile and speak with confidence.

## TIP

### Practice makes perfect!

Don't be discouraged if the first time you don't do as well as you'd like. Once you leave a customer, think about where mistakes or challenges came up and how you might deal with it next time.

## TIP

### Revise the script in your own voice!

As you get more familiar with the Site Seller script, take notes on how you might adapt the message for each page in a way that is more natural to you and practice it! Being yourself is why you're part of our team!

# 1 on 1 Sales & Using Your Site Seller

So now you have your t-shirt on, you have your receipt book and are ready to starting selling EP products! But how do you engage a customer, what do you say? What's the best way to introduce yourself and what you do?

We've created the Site Seller to help you with this process. It's designed primarily for one on one sales but can also be used in small groups or with a family. Although we do provide a script to help you practice using it, as mentioned previously, we don't want you to sound like a "robot". Use the site seller as a foundation for how to introduce yourself, illustrate the key benefits of products and help the customer realize the financial and health savings these products will bring.

---

## Key Tips on Using the Site Seller

### **Look at the customer!**

You're talking to your customer, not to the site seller. Make regular eye contact and look for visual cues from your customer to see if they have questions as you go through it you can answer.

### **Use the sections that are most important**

The site seller can take over ten minutes to go through if you demonstrate all products. But the first two pages help you to determine whether cooking products, lighting products (or both), are most important to the potential customer. For example, you do not need to go through the cooking section if they have a nice kerosene stove outside their home! Look at what they have already and take up enough of their time to get them interested, but not enough to make them frustrated!

### **Actively Listen**

The customer may have questions or even express doubt about what you are saying, listen for these types of reactions to show you are listening and not just going through a script. If they express doubt about the savings, provide an example from your own life or another customer you know to help make the case. If you know they are friends with a past customer, suggest that they ask them about their experience. This shows confidence in the benefits of the products.

# Chapter 4: Finalizing the Sale (Receipts, Warranty, Reporting)

Both paper and SMS receipts are essential for Eneji Pwòp. SMS lets us know how many sales you are making and helps us plan inventory to make sure we always have enough stock for you!

 TIP

Always do both at the same time! Write out the paper receipt and then immediately send the SMS. This way you are less likely to forget!



# Paper Receipts

## Step 1: Collect Information

Create a Paper receipt for **EACH SALE**.

REÇU # 0001 \_\_\_\_\_ Date

NOM DU DÉTAILLANT: \_\_\_\_\_ Seller Last Name, First Name

TEL: \_\_\_\_\_ Seller Phone Number

DESCRIPTION	CODE PRODUIT	QTÉ	PRIX UNITÉ	PRIX TOTAL

NOM DU CLIENT: \_\_\_\_\_ Customer Last Name, First Name

TEL: \_\_\_\_\_ Customer Phone number

LOCALITÉ: \_\_\_\_\_ Customer Address

VILLE: \_\_\_\_\_

DÉPARTEMENT: \_\_\_\_\_

## Product Codes

Use the list below to determine the product code for the receipt.

Product	Product Code	Description
Lamp Enèji Pwòp	10300	
TiPowa	10101	
PowaPack Jr	10103	
Sistem Soley 10W	10105	
Sistem Soley 15W	10107	
Recho Mirak	20300	
Recho Gaz Blan	20200	

## Step 2: Record Serial Number

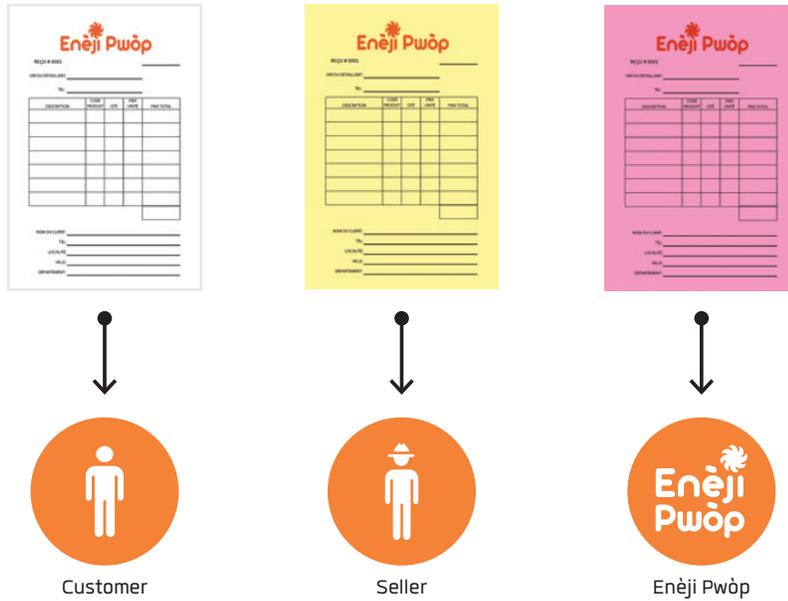


Look for the sticker with the serial code on the lamp, bulb or panel. Record this number on the receipt.

Other products may have serial numbers in the future.



## Step 3: Provide Receipt & Warranty Card



### TIP

Staple or attach the warranty card to the receipt!

## Step 4: Warranty

Provide a warranty card to customers with their receipt and explain the coverage they get for the product they purchased. Remind them, the warranty only covers defects and that if they drop the product, get it wet or break it, they will have to pay for repair or a new product!

**Eneji Pwop** | Ak enèji pwòp, kler Haiti se plop plop!

# WARRANTY

**Product:** \_\_\_\_\_

**Receipt #:** \_\_\_\_\_ **Serial #:** \_\_\_\_\_

**Customer Name:** \_\_\_\_\_

**Purchase Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

PRODUCT COVERAGE:		
	LAMP	PANEL
TIPowa	6 Months	1 Year
PowaPak Jr.	8 Months	8 Months
Lamp Enejo Pwop	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 Eneji Pwop: **47368260**

# SMS Reporting

For each sale, you must also send an SMS on the day of sale. There is no charge for the SMS, Enèji Pwòp pays for the fee! Send the SMS as soon as you have the paper receipt filled out! This way you are less likely to forget!

Reporting **Must** Follow This Sequence:



Here you can see a record of two transactions:

## Example: 1 Lanp Enèji Pwòp



Product	Quantity	Unit Price	Client Number
10300	1	450	38947996



Send the  
**10300:1:450::38947996**  
to: **7969 (Pwòp)**

## Example: 3 Lanp Enèji Pwòp



Product	Quantity	Unit Price	Client Number
10300	3	450	36847996



Send the  
**10300:3:450::38947996**  
to: **7969 (Pwòp)**

## Rent to Own

Add the letter "L" between the total price and the customer phone number. Be sure to calculate the total estimated price with the R20 markup.

## Other Credit Options

Add the letter "K" between the price and the customer phone number.

## SMS NUMBER



Sent SMS to  
**7969 (Pwòp)**

## TIP

### No Phone?

If customer does not have a phone, ask for a family member's number. If there is no number available, then enter 12345678.

## TIP

### Unit Price, Not Total Price

If a customer buys two of an item, only use the unit price, not the total price.

## TIP

### Single Colon for R20 & Credit Sales

Note that for these type of sales there is only one colon between the Unit Price and Client Number.

# SMS Help Card

Cut or make a copy of this card and carry it with you to help with reporting!

## KÒD PWODUI

PWODUI	KOD
Lanp Enèji Pwòp	10300
TiPowa	10101
PowaPak	10103
Sistem Soley 10W	10105
Sistem Soley 15W	10107
Recho Mirak	20300
Recho Gaz Blan	20200



7967  
(Pwòp)

Kòd Pwodui: Kantite: Pri Inite: Nimewo Kliyan

2 Kolon! 

# Chapter 5: The Rent to Own System

# How It Works

Rent-to-Own is an option that lets the customer pay for their product in regular installments, but allows them to receive the product when they make their first payment. This is an excellent option for customers who do not have all the money at one time, but receive enough regular income to pay for it over time. It allows them to put the costs they are already spending on energy in the form of kerosene or charcoal towards the costs of their product while they use the product. With many EP products, using this option will actually save them money, as they spend less on kerosene or charcoal.

However, not every customer will be a good candidate for Rent to Own. You are not required to offer it if you think a customer will not be able to properly follow the guidelines that you set forth through this option. Remember, you are taking the final risk in this transaction, so trust your instincts and protect yourself. In our suggested Rent to Own model the customer pays a higher amount in the end. This helps offset your risk in selling the product in the event that the customer defaults. You should not go into detail with the customer about the protective reasoning for this, but it is important for you to be aware. If you do choose to offer this option, we've created a few specific tools to assist you in working out the system with a customer.

## Step 1: Rent to Own Worksheet

The final page of your Site Seller introduces the R2O option, if a customer expresses interest, the Worksheet will help guide the customer through the Rent to Own Process. This is where you can both give the customer a clear idea of what their commitment will be to the system once they have committed, as well as continue to assess whether this is a risk you want to take with this person or family.

Walk them through, step by step, to clearly illustrate when and how much each payment will be expected for the product/products they are interested in purchasing. You want to prevent any surprises down the line. If your customer feels they weren't given all of the information from the start, this could create poor relations later in the process.

**Fuel Costs** – Find out what the customer currently pays for fuel for lighting or cooking, in recurrent intervals. Hopefully you will be able to offer a product that will cost them as much or less than their current energy costs.

**Product Costs** – Discuss the price of the product with the customer. If they feel it is too much for them to come up with all at once, let them know there is a way they can put the energy costs you discussed towards the cost of their product without having to pay all at once.

### Rent to Own Worksheet





**Fuel Costs**  
How much do you currently spend?

**Product**

**Regular Price**

 HTG

**Suggested Terms**

Product	Number of Nights	Cost per Night	Total Paid	Difference
Lamp Eneji Pwop	120	5	600	150
Tipowa	150	10	1500	275
PowaPak	80	50	4000	800
Recho Mirak	50	10	600	100
Recho Gaz Blan	120	10	1200	180

**Payment Schedule**  
Let's find a payment amount that works for your budget.

**Total Cost**

 HTG

**Payment Amount**

Daily \_\_\_\_\_ HTG

Weekly \_\_\_\_\_ HTG (x 7)

Bi-Weekly \_\_\_\_\_ HTG (x 14)

Other: \_\_\_\_\_ HTG

**Number of Payments**

**Payoff Date**

1st Payment \_\_\_ / \_\_\_ + \_\_\_\_\_ nights  
 \_\_\_\_\_ weeks = \_\_\_\_\_ / /  
 2 weeks **Final Payment**



Ak Eneji Pwop klere Ayiti se plop plop!

Table 1: Suggested Payment Options

Product	Number of Nights	Cost per Night	Total Paid	Difference
Lanp Enèji Pwòp	120	5	60	150
TiPowa	150	10	1500	275
PowaPak	80	50	4000	800
Recho Mirak	50	10	500	100
Recho Gaz Blan	120	10	1200	180

We have included suggested payment options that have worked well in the past with our Retailers. It is your own choice to follow the suggested options, but we highly suggest you use them as they are designed to be beneficial to the customer by matching their energy costs and to you as well to help minimize risk.

**Suggested Payment** - The suggested payment options discuss payment per night. It may be more convenient for you and the customer if you collect payment every other night or every week. Work with the customer to establish a clear schedule that everyone agrees with. It is important to be realistic, if you set up a payment schedule that you or the customer can't follow through with due to scheduling or income restraints, it will set a bad relationship for everyone.

**Payoff Date** - Clearly define the limits (and benefits!) of this arrangement by setting the date of last payment. This is a "payoff" for everyone!

## The Guarantor

An important piece of this arrangement may be in establishing a guarantor. A guarantor is a person separate from you and your customer who has agreed to be responsible if the customer defaults on their payment. The guarantor must agree to take on this role.

In fact, the guarantor will often be the person who referred you to this new potential customer and should be someone you already trust, such as a past customer who has successfully paid. You may offer R2O to un-referred customers, and ask them if they know someone who could act as a guarantor, but this could potentially open you up to risk with someone you don't know.

For the first six months, we recommend offering R2O **only to those who have been referred by someone you would feel comfortable being a guarantor.** If you want to expand those you offer R2O to, discuss with your Agent on establishing parameters that will help protect you.

## Not Legal

The Rent to Own contract is not legally binding but an agreement between you and the customer, nor is it something that Enèji Pwòp can interfere with. Rent to Own transactions are done in good faith between you and the customer and because of such, potential R2O customers should be carefully considered before offering this option.

## TIP

### Witness all Signatures

You should not ask the customer to get the contract signed without you. It is very important that you witness both the customer and the guarantor signing.

If you are using a guarantor it is good to ask them to join you and the customer when filling out the contract. This will save you time from having to explain things twice or travel to two different locations.

## Step 2: Rent to Own Contract

The Rent to Own Contract is the written agreement between you and the R2O customer. This outlines what arrangement has been agreed upon, the schedule for making payments, and what penalties are associated with default. If you are using a guarantor, this is where they will make their commitment to being part of the contract.



### Rent-To-Own Contract

**1 INFORMATION**

Product: \_\_\_\_\_ Agreement Date: \_\_\_\_\_  
Customer Name: \_\_\_\_\_  
Retailer Name: \_\_\_\_\_  
Guarantor Name: \_\_\_\_\_

**2 PAYMENT ARRANGEMENT**

Base Price: \_\_\_\_\_

**Payment Frequency**

Nights  
 Weeks  
 Bi-Weekly  
 Other: \_\_\_\_\_

Payment Amount: \_\_\_\_\_ X Number of Payments: \_\_\_\_\_ = Total Price: \_\_\_\_\_

**3 PAYMENT SCHEDULE**

Number of Payments: \_\_\_\_\_  
First Payment Date: \_\_\_\_\_  
Final Payment Date: \_\_\_\_\_

**Payment Appointment**

Day: \_\_\_\_\_ Time: \_\_\_\_\_

**4 DEFAULT & LATE PAYMENT FEE**

 **Late Payment Fee** – A late payment fee is charged if you do not pay by the scheduled payment date. In this case, a flat fee of 20 HTG will be charged. The retailer will arrange a time for repayment in the case a missed or late payment. If the Retailer fails to collect the fee on the established date and does not contact you, no late fee will be charged.

 **Default** – If you miss 3 consecutive payments you will be in default and have 15 days to pay the full price of the product. If you do not pay, your guarantor must pay the outstanding balance of the product.

**NOTE:** It is the responsibility of both parties to be available at the schedule payment date and time. If either party is unable to attend, they must contact the other to arrange an alternative time.

**5 SIGNATURES**

Customer: \_\_\_\_\_ Guarantor: \_\_\_\_\_ Retailer: \_\_\_\_\_

Once you've agreed on the terms using the R2O Worksheet and the customer understands the Rent To Own payment system, you can transfer this information over to the contract. Information in sections 1-3 can be copied directly from the worksheet.

Sections 4-5 need to be highlighted to the customer and you want to make sure the customer and the guarantor clearly understand these terms.

## Late Payment

The late payment fee is meant to help you obtain on-time payment for rent to own agreements. If a customer is late you can assess this fee as a penalty. However, no one likes paying fees and you should use your own judgment on whether the customer made a good-faith effort to pay or consider if they had a hardship or special situation that prevented them from paying. If you fail to meet the customer at the agreed upon time you should never charge a late fee.

## Default

Default is when a customer has stopped paying for three consecutive payments. This is serious and can be costly to the guarantor or you. If a customer has failed to pay for more than two weeks, you should contact the guarantor (if used) and discuss the situation.

## TIP

### Rescheduling Payment Times

There may be times when you or your customer needs to schedule an alternative payment time. This is ok! Just be sure to contact your customer, preferably a day in advance, and suggest an alternative time. When finalizing the contract, tell the customer they should contact you if they need to schedule a different time. If the customer is making only a minor change in the repayment time (within 1 day), it is usually a good idea not to charge a late fee.

## TIP

### Keep it together!

Keep all of your Rent To Own customer documentation in one safe place so that nothing gets lost or damaged. Contract, Tracker, and even Worksheet should be kept together for each customer. Once they have finished payment, store the “closed” files in another location just for this purpose.

## Step 3: Rent to Own Tracker

You will need to keep a record of your Rent To Own customers payments. The Payment Tracker is a simple and effective way to store and monitor all of this information. Make sure that your Tracker information matches the Contract exactly.

Enēji Pwōp		RENT TO OWN PAYMENT TRACKER		
Customer Name		Product	Purchase Date	
Phone			/ /	
Address		Purchase Amount	HTG	
Gaurantor Name		Payment Schedule Weeks:	4   8   12   Other	
Phone		Markup on Balance:	10%   20%   30%   Other	
Address		Payoff Date:	/ /	
Payment	Date	Amount	Balance	Customer Signature
Initial Payment				
Payment 1				
Payment 2				
Payment 3				
Payment 4				
Payment 5				
Payment 6				

### Filling Out the Tracker

1. **Fill out the contract information** – At the top, fill out the contract information agreed to in the original contract.
2. **Record the initial payment** – When you receive the first payment, be sure to fill out the details and put the information here.
3. **Share with the customer** - Use the first payment as an opportunity to show the tracker to the customer and let them know that you’ll have them sign for each payment. This way you both can see the progress of paying for the item.
4. **Always get a signature** - Have the customer sign the last line for every payment. This acts as proof and verification that they paid for that week.

# Chapter 6: Addressing Customer Objections

# After introducing Enèji Pwòp products a customer may say, “no thanks” or “I can’t afford it” – but you shouldn’t stop there.

This chapter provides some tips on how to deal with these kinds of objections or common questions.

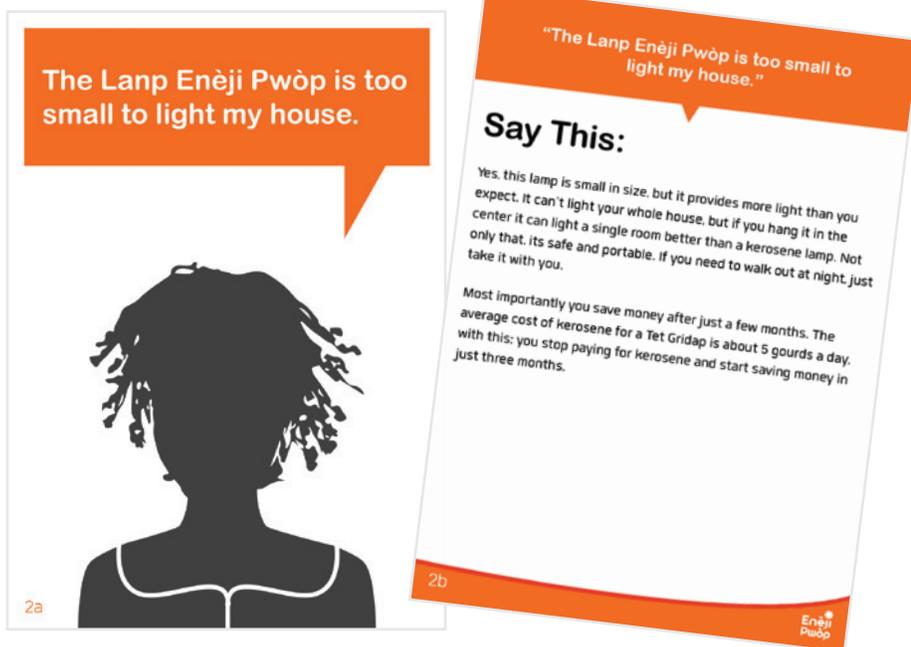
## TIP

Always stay honest! People don’t like being lied to, and it will immediately end a good sales relationship if they feel you are being untruthful. Definitely quote or use examples you hear from other customers, but don’t make things up!



During and after presenting your products and using the site seller, customers will often have questions, or objections to buying some of the products. The most common objections and concerns you will hear from people come when you first present a product, or right at the end of presenting your site seller. The key to dealing with these objections is to have a strategy. These next couple pages will help you overcome some common objections, and hopefully make some sales that might otherwise be lost.

Frequently the customer will list out several objections but the objection that carries the most weight is the one they say last. The following cards will help you address some common objections. Study this approach to dealing with these objections.



### Listening is the single most important thing you can do.

Not actively listening to customer's concerns, interrupting before they are done or not providing a useful response reflects badly on you and Enèji Pwòp. The good news is that you know a lot about these products, and you'll hear a lot of the same objections over time and it will be easier to respond, but even if you've heard it before, be sure and let your customer finish their thought and don't talk over them.

### TIP

**Don't give up just because people ask difficult questions.**

You know a lot about these products, and there are responses that will help tip a customer from saying no thanks, to thank you very much. You're also very smart, otherwise we wouldn't have asked you to be on our team! 😊

### TIP

**Bring your cards with you the first month.**

Review your cards when travelling from one house to the next until you know them by heart. Write down new objections and use the technique proposed here to think of how to respond next time someone says this.

**Stay Honest!**

Never lie or exaggerate the benefits of a product! If you set false expectations about a lamp or a stove and the customer ends up being disappointed, they will tell their neighbors and this can severely hurt your reputation. This is much more difficult to recover from, even with the best marketing products. Your product sheet has information and specifications for each of the products, study it, bring it out with a customer if needed so they can see the information themselves, or you can explain.

# Follow These Steps:

1. **Listen** – Take the time to really understand what they are saying and don't interrupt. This will help you respond.
2. **Acknowledge** – Start your first sentence with an acknowledgement that you hear them. If they say, "One light will not help the environment", start off with "Sure, several people have asked how one item can help the environment." Then, go into the rest. This helps build credibility and trust with customers.
3. **Rationalize** – In the first few weeks you will get to know your products very well from your tools and talking with customers. Think of how other customers have found solutions to your customers question or objection or use your knowledge of the product to come up with a response.
4. **Humanize** – Over time you'll hear and observe great responses from other customers to common objections. Use these when talking with customers. Personal stories, especially from the local community, can be very valuable in convincing a customer to buy an EP product.

The customer might have an objection that doesn't fit with one of these examples below, that's okay! After you learn how to answer objections properly you will learn to come up with your own answers! Use the blank cards to capture additional objections you hear from customers and use the steps above to think of a good response in the future.



**I just can't afford it.**

**Say This:**

**TIP: Show the customer the energy savings sheet from the site seller.**  
*I completely understand. I've been there before. But the thing is, you already are paying for your lighting, in fact, every year you're spending much more in kerosene than a TiPowa and over three times as much compared to a Lanp Enèji Pwòp. The truth is, these products save you money by reducing or eliminating your charcoal and kerosene expenses.*

**TIP: If you are offering rent to own options, try this:**  
*But our company is not only about selling products; we're here because we think these products are good for Haiti, the environment and our community. That's why some of our retailers offer a Rent-to-Own option, so that you can use the money you are already spending on energy towards your product as you use it, and you finish paying for your item. Here, let me show you how Rent to Own works! (Move on to R2O option in site seller)*

5a

5b

Enèji Pwòp

# Chapter 7:

## Repairs & Technical Service

# Customer service is very important to Enèji Pwòp and does not end when a sale is made, but continues to assisting customers when they have setup/usage questions or problems with their products.

If a customer calls you after a sale, always try to set aside time to assist them as quickly as possible as this helps both the reputation of Enèji Pwòp and yourself as a Retailer.

This chapter is to provide a brief overview of the warranty coverage offered for the various products as well as service options available when there are issues.



Remember, reputation takes time to build but can be lost quickly. If you are able to quickly assist a customer who is having difficulty and find a timely solution, they will say positive things about you and Enèji Pwòp to their friends and family. If they share the word that even when there was a problem, EP provided excellent service, this could potentially help you in sales.

# Warranty Coverage

Every Enèji Pwòp product comes with a warrantee that guarantees the product from manufacturer faults and that the product will function correctly when properly cared for. The length of the warrantee differs for each product. The Warranty Card is the document customers will use to claim any service on their products and is very important for them to keep in a safe place where it will not be lost.

## What is Covered

The warranty is covered for issues that happen on their own and are not a result of damage or abuse.

For lamps, this includes things such as:



- The item not turning on or powering on
- An LED or light going out (not physically broken);
- A solar panel no longer charging the light or appropriate external devices (phones, radio, TV, etc.);
- A phone or radio connector no longer charging an external device.

For stoves, eligible repairs would include:



- A valve no longer working (Recho Gaz Blan);
- The heat adjustment door falling off (Recho Mirak);
- Any repairs that are not a result of obvious damage such as dropping.

## What is Not Covered

The key to identifying items that are not covered relates to whether it is still in its coverage period and whether the repair is a result of damage or improper use. Items not covered include, but are not limited to:

- Any repair or replacement parts required after the warranty period has ended;
- Any repairs that are a result of obvious damage or improper use by you or anyone else
- A Recho Mirak breaking because the customer used water to cool it down.
- Repairs to lights that have been damaged by rain;
- Lost or stolen items.
- If the customer opens up their product in an effort to repair it themselves or for any other reason.

Figure 1: Product Warranty Coverage

	Lamp	Panel
TiPowa	6 months	1 year
PowaPak Jr.	8 months	8 months
Lamp Eneji Pwop	1 year	1 year
Sistem Soley	1 year	1 year
	Stove	
Recho Gaz Blan	4 months	
Recho Mirak.	4 months	

Note that new products are periodically added to the product line. Be sure and check with your Agent for the most current warranty coverage periods.

### TIP

Be sure and review proper usage of the products with the customer upon delivery. We want customers to make sure they take good care of their products so that if there is a covered problem within the eligibility period we can fix it for them at no charge.

If you are unsure if the problem is covered under the warranty, instruct the customer to call technical service about the issue who will discuss whether the product is covered.

## Warranty Card

Figure 2: Warranty Card

### TIP

See Chapter 4:

Closing the Sale for information on more information on how to present the card.

**Eneji Pwop** | Ak enèji pwòp, kler Haiti se plop plop!

# WARRANTY

Product: \_\_\_\_\_  
 Receipt #: \_\_\_\_\_ Serial #: \_\_\_\_\_  
 Customer Name: \_\_\_\_\_  
 Purchase Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**PRODUCT COVERAGE:**

	LAMP	PANEL
TiPowa	6 Months	1 Year
PowaPak Jr.	8 Months	8 Months
Lamp Enejo Pwop	1 Year	1 Year
Sistem Soley	1 Year	1 Year
	<b>STOVE</b>	
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 Eneji Pwop: **47368260**

Your Agent will provide you with a set of warranty cards. You should provide this with every sale and staple it to the receipt. Explain to the customer the terms of the warranty for their particular product and stress the importance of the customer keeping their warranty card and receipt in a safe place.



If one of your customers has a problem with their product, please tell them to call the technical service department at **4736 8260**.

# Providing Service

EP has a technical service technician who can assist customers with problems and set up repair service if needed. If a customer contacts you for technical issues, politely refer them to call the technical support number to discuss the situation first. In some cases, the technician may contact you to assist with replacement parts or other service options.

Technical Service can also assist you if you have questions about a product or need assistance helping setup a product with a customer.

The phone consultation is free of charge, but any repair or replacement parts work not covered under warranty will cost a fee.

This is what happens when a customer calls the technical service department:

1. **Report** - Over the phone, the technician on duty will make a report of the problem. These reports are important to Enèji Pwòp as they help us understand possible product faults and allow us to track reoccurring issues and ensure we have necessary spare parts. It also gives us important feedback we can give to our manufacturers that may help them when they design their products.
2. **Troubleshoot** - The technician will ask the customer questions about their product and try to diagnose the problem to see if it can be fixed over the phone or if it requires repair. They will also take notes on the problem itself in case another call is necessary.
3. **Repairs** - if the technician cannot help the customer over the phone, the problem may need to be sent to the technical service department to be fixed or may require replacement parts. Work with your Agent to decide the best way to send the product to the nearest technical service department or obtain replacement parts.

## Note

For lower priced products, it may be more affordable for the customer to buy a completely new product. If this appears to be the case, apologize for the inconvenience and offer this option to the customer. Remember to be sensitive as this situation can be frustrating to a customer, even if this is a result of his or her own actions.

## Facilitating Repairs or Replacement Parts

### For Products Covered Under Warranty

If the product is faulty and still in the warranty period, the customer will not have to pay for any service, spare parts or a replacement product. Call the EP Technical Service number and verify the issue with the technician. They will let you know whether the product will need to be replaced, have a specific part replaced or another method to repair the product. Depending on the product and type of service required, you may contact your Enèji Pwòp Agent and see if they have any replacement products to loan to your customer while the product is repaired.

### Out of Warranty Service

If the product is faulty and it is not still in the warranty period or not working as a result of damage or misuse, the customer will be responsible for paying for any service, spare parts or replacement product.

Ask the customer to call technical service and to discuss the issue with a technician. The technician will help get an estimate for the cost of repair.

# Chapter 8: Conclusion and Enèji Pwòp Contact

# **Congratulations!**

## **You now have what it takes to become a successful Clean Energy Entrepreneur.**

We hope that you have found this manual a helpful addition to your training. Please use it as an ongoing guide to help make your experience as an Enèji Pwòp Retailer a rewarding experience for you and your community.

If you have questions or need any help with the material in this manual, please feel free to contact your EP Agent or the EP Main Office.

Happy sales to you!

# Enèji Pwòp Contact Information

## YOUR ENÈJI PWÒP AGENT

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## ENÈJI PWÒP MAIN OFFICE

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

  
Enèji  
Pwòp