



Guide II: Marketing your Business

Key Definitions

Customer service – ensuring customer satisfaction by taking care of customer needs

Learn

Marketing and Sales

Think about how you will **market and sell your products** in order to draw the attention of your target customers. Below are some suggestions of possible **promotional strategies** – think what would work best in your context.

- Hold a **launch event** – Invite your target customers, members of your local community and the press.
- Consider selling at a **discounted price** or giving away **free samples**
- **Networking** – Speak about your business at community events, festivals, conferences, trade shows and activities.
- **Flyer/Brochure Hand-out** – Create and distribute printed material with basic information about your business: make it attractive, simple and to the point!
- **Human Billboard** – Hold signs or actually become one!

Top tips for your promotional strategy

- Always highlight what is **unique and exciting** about your business
- Provide excellent **customer service** to keep your first customers coming back for more *and* help news of your business spread for free through **word of mouth!**

Getting your school business in the media

Getting your business mentioned in the media is one way to make sure people **know about your school business**. You can practice your writing skills by creating a **press release**: an accurate and clear statement prepared for distribution to the media (newspapers, TV channels, radio stations, websites etc.). There are four key parts:

1. **Headline:** Write a brief, clear and short headline, which catches the attention of the reader.
2. **First Paragraph:** Give a short summary of the story using the five W's: Who, What, When, Where and Why and also How. The first paragraph should not be longer than one or two sentences.
3. **Main Body:** Give the main story and more details – who your news will affect and how. Make sure you include the name of your business and any relevant products or services.
4. **Ends:** Include a word count, your name and contact details at the end of the press release for the journalist.

Good Customer Service

Good **customer service** is a great way to help you stand out from your competitors. Here are some tips for **good sales etiquette**:

1. **Understand your product/service** – What is special about what you are selling? Why would people want it? If you know the benefits well, you can explain them with genuine excitement to your customers.
2. **Understand how the product/service can be sold** – You need to know important things such as your prices, how much stock you have, and how soon your product will go bad or need replacing.
3. **Be polite** – At times you may have to deal with difficult customers or situations, but it is important to always communicate politely. For example, if someone is asking for a discount and you can afford to give it to them, you could negotiate and compromise on a price.
4. **Listen** – If your customer is angry or has a complaint, listen carefully to show that you want to solve the problem. Take notes to make sure the problem does not happen again and perhaps offer compensation.

Customer Feedback

Customer feedback provides a valuable understanding of what your customers think about your product or service. This can help you create an experience that exceeds expectations and keeps customers coming back for more! You can create a **customer feedback survey** to assess customer satisfaction – ask your customers what they like and dislike. **Positive feedback boosts business** (you can use testimonials in your marketing!) while **criticism can help you identify your weaknesses** and **improve** what you are offering in future.

Check

Try answering these questions to check what you have learned. If you are not sure of the answers, go over this guide again before you move on.

1. **Name three different ways you could promote the launch/growth of your business.**
2. **What is a press release for? What goes in each of the four parts?**
3. **How can customer feedback help you improve your business?**

Do

Once you have launched your new business/product line, you will need to promote it!

After at least three months of running your school business, you could write about your marketing and sales experience in the following section on your **Silver Annual Report template**.

Do these activities:

Fill in your Silver Annual Report template: **Done** 

1	Promote the launch/growth of your school business	Section D: Achievements, Challenges and Solutions	
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