

# Enèji Pwòp/Earthspark

Marketing Concept & Campaign  
Sales & Service Design Tools

Developed by 17 Triggers  
October 2013



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## Marketing Campaign Concept

There were three concepts proposed for Enèji Pwòp's marketing campaign. The selected concept, "Bright Ideas", focuses on the comparison of life before and after Enèji Pwòp. Messaging focuses on two things: energy cost savings and a family's improved quality of life as a result of Enèji Pwòp products. Internal tools include secondary messaging on health and environmental benefits.

The original Enèji Pwòp orange was reserved for the large selection of lighting products, while a new blue was proposed to highlight the cooking products. The following are the English versions of final tools. All materials were translated to Haitian Creole for production.



Original Concept



Final Concept Implementation

# Marketing Materials

A range of materials were produced applying the “Bright Ideas” concept as part of the marketing campaign implementation. These range from larger, fixed traditional advertising channels such as wall advertisements, to a selection of posters and bunting as well as revised print collateral.



# Marketing Materials

## Posters & Banners

In addition to product oriented materials, six core images were developed emphasizing the core products sold by Enèji Pwòp. These were applied to several formats for use by retailers.



Lighting Product Poster



Cooking Product Poster

“STUDYING WITH KEROSENE LIGHTS WAS HARD AND HURT OUR EYES.”

“NOW IT’S EASY PEASY”

**Enèji Pwòp**

Ak Enèji Pwòp klere Ayiti se plop plop!

**SAVE OVER 60,000 HTG COMPARED TO KEROSENE COSTS**

The banner is split into two panels. The left panel shows two children studying at a desk in a dark room, lit only by a small kerosene lamp. The right panel shows the same children smiling and studying at the same desk, now lit by a bright, modern desk lamp. The background of the right panel is orange.

Concept Banner

**EP LANP**

**RECHO GAZ BLANC**

**POWA PAK**

**ONLY 1200 HTG NEVER PAY FOR KEROSENE AGAIN!**

**A FASTER AND EASIER WAY TO COOK FOR THE FAMILY**

**3,200 HTG MORE LIGHT, NO KEROSENE COSTS**

**Enèji Pwòp**

Ak Enèji Pwòp klere Ayiti se plop plop!

**SMILE AND SAVE WITH ENÈJI PWÒP - SOLD HERE!**

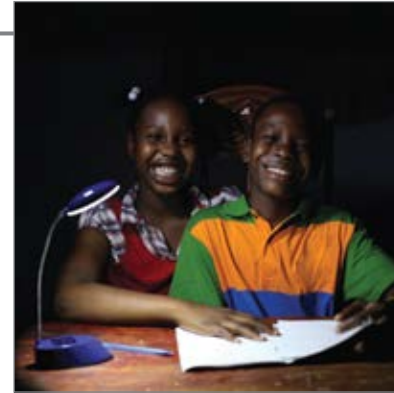
The product banner features three main sections. On the left, an EP LANP (solar lamp) is shown with a callout bubble. In the center, a RECHO GAZ BLANC (gas stove) is shown with a callout bubble. On the right, a POWA PAK (solar panel kit) is shown with a callout bubble. The background is orange with a white curved border on the right side. The Enèji Pwòp logo and slogan are on the far right.

Product Banner



# Marketing Materials

## Bunting



Sample Implementation

# Marketing Materials

## Wall Advertisement

Hand painted wall advertisements are ubiquitous in Haiti and vary in quality.



A simplified, hand drawn version of a key image was developed to assist local painters in implementing the tool.



## Tee Shirts



## Enèji Pwòp Staff



## Customer Gift T-Shirts



## Retailer Shop Sign

This wall sign is provided to Retailers who work out of a fixed location to help identify their home or shop as an Enèji Pwòp distributor.



**2014**

**450 G SELMAN PA JANM PEYE POU KEWOZEN ANKO**

**YON FASON PI RAPID EPI PI FASIL POU KWIT MANJE POU FANMI AN**

**17,000 G PLIS LIMYE, ANKENN DEPANS POU KEWOZEN**

**31998025**

**Ak Enèji Pwòp, klere Ayiti se plop plop!**

**Enèji Pwòp**

## Customer Calendar

This calendar was created not only as a thank you gift for customers, but also as a repayment tool to assist retailers in planning out “rent to own” payments with their customers.

## Product Brochure

The Enèji Pwòp product brochure replaced a much longer "product guide". Non-essential information was stripped away to highlight key benefits and illustrate savings for customers.



Cover

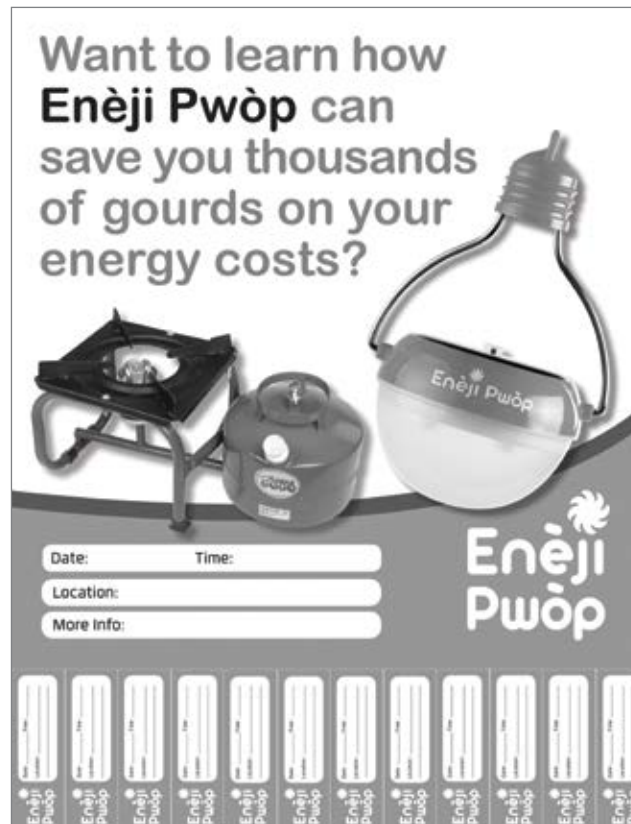


Inside Spread

# Marketing Materials

## Presentation Posters & Invites

Retailers are encouraged to pitch their products at local events or busy locations. These items were developed as low cost advertising for these types of events.



Tear-Off Poster



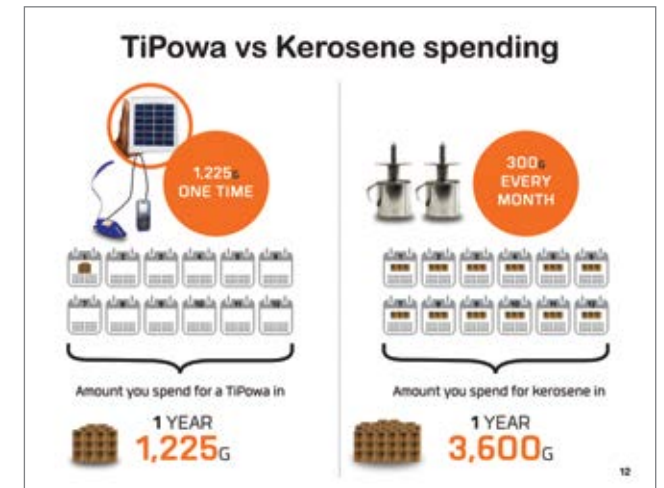
Presentation Invites



## Marketing Materials

### One on One "Site Seller"

Door-to-door sales by Enèji Pwòp's individual retailers is a core sales channel. This flipbook was developed to help retailers communicate the economic and health benefits of Enèji Pwòp products by directly comparing the customer's experience against potential savings. A script was developed for retailers to adapt and build on.



Sample Spreads

# Internal Sales & Service Design Tools

Also developed, were tools to assist Enèji Pwòp's retailers and agents when addressing common challenges with customers along with recommendations on new sales channels. These include Retailer and Agent training and reference manuals, as well as simplified versions of common tools to help internal communications.

## “Say This” Cards

New retailers are often challenged by objections or challenging questions from customers. The “Say This” cards were developed to provide strategic responses to common questions as well as techniques to think through new questions they are challenged with.



**But, I already have a stove that works!**

“But, I already have a stove that works!”

**Say This:**

- For the Recho Mirak:**  
Sure, I understand, who wants to replace what is still working? But, have you considered the savings of an efficient cookstove? Our charcoal efficient stove can also save you up to 40% of your charcoal costs, saving you up to 120 HTG a month. So eventually it pays for itself AND saves you money. Wouldn't it feel good knowing saving money that you can use for your family in other ways?
- For the Recho Gaz Blan:**  
Sure, I understand that, who wants to replace what is still working? But have you ever used a kerosene stove? People love them because they light immediately and you can cook much faster. Not only that, unlike charcoal, it just turns off, so there is no wasted charcoal when you're done cooking or breathing smoke.

1a




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

**“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 continue to get savings from lighting and cooking solutions after you finish paying for your item. Here, let me show you how Rent to Own works! (Move on to R2O option in site seller)

5b






# Internal Sales & Service Design Tools

## Rent to Own Worksheet

Enèji Pwòp is piloting a new sales option that allows customers to pay for products over time, a relatively new concept for many low-income Haitians. This worksheet is for a customer and retailer to fill out together to find a payment option that costs the same as their current energy needs and illustrate long term savings.



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

Fuel Costs  G

Product

Regular Price  G

**Suggested Terms**

Product	Number of Nights	Cost per night	Total Paid	Difference
Lamp Enèji Pwòp	120	5	600	160
Tipowa	150	10	1500	276
PowsPak	80	50	4000	800
Recho Mirak	50	10	500	100
Recho Gaz Blan	120	10	1200	180

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

Total Cost  G

Payment Amount

Daily  G

Weekly  G (x 7)

Bi-weekly  G (x 14)


Other:  G

Number of Payments

**Payoff Date**


1st Payment \_\_\_ / \_\_\_ + \_\_\_ nights

2 weeks = \_\_\_ / \_\_\_ weeks = \_\_\_ / \_\_\_ Final Payment



Ak Enèji Pwòp klere Ayiti se plop plop!

## Rent to Own Contract & Payment Tracker



### 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: \_\_\_\_\_

**3 PAYMENT SCHEDULE**

Number of Payments: \_\_\_\_\_

First Payment Date: \_\_\_\_\_

Final Payment Date: \_\_\_\_\_

**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 the full price of the product, the guarantor must pay the product.

**NOTE:** It is the responsibility of either party to ensure the other to arrange.

**5 SIGNATURES**

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



### RENT TO OWN PAYMENT TRACKER

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

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

Address: \_\_\_\_\_

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

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

Address: \_\_\_\_\_

Product	Purchase Date
_____	___ / ___ / ___

Purchase Amount	HTG
_____	_____

Payment Schedule Weeks	0	1	2	3	4	Other
_____	_____	_____	_____	_____	_____	_____

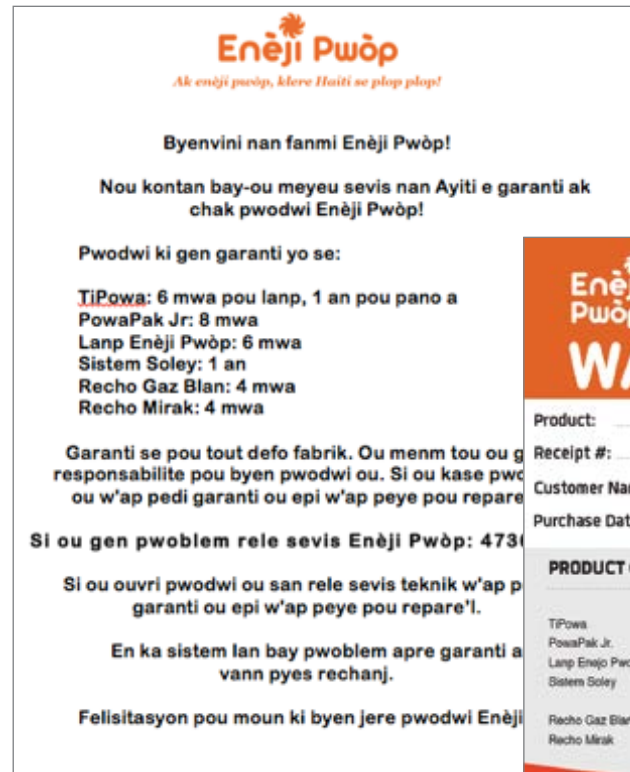
Interest Rate	10%	15%	20%	Other
_____	_____	_____	_____	_____

Payoff Date: \_\_\_ / \_\_\_ / \_\_\_

Payment	Date	Amount	Balance	Customer Signature
Initial Payment				
Payment 1				
Payment 2				
Payment 3				
Payment 4				
Payment 5				
Payment 6				
Payment 7				
Payment 8				
Payment 9				
Payment 10				
Payment 11				
Payment 12				
Balance				
Balance				

## Revised Warranty Card

Warranties are often lost or not fully understood in Haiti. The warranty card was revised to emphasize its importance and remind customer to keep it in a safe place as well as visually highlight what is not covered under the warranty.



Original Warranty Card



Revised Warranty Card

# Internal Sales & Service Design Tools

## Sales Goal Worksheet

Selling Enèji Pwòp products is often the first retail experience for Retailers and they may have a wide array of expectations about the business. This worksheet was developed to help Agents and Retailers set realistic sales goals based on common needs for many customers as well as strategize on how to meet these goals.

**Clean Energy Entrepreneur**  
**Sales Goals Worksheet (New Entrepreneur)**

**Marketing**

Every month you should plan out specific marketing activities to help you reach your sales goals. Often, new entrepreneurs start with "easy" sales to friends and family, but that quickly will run out. Setting up marketing goals will help continuously expand your customer base.

Wear my EP T-Shirt at all sales opportunities and going door to door.  
 Hang my posters from my house \_\_\_\_\_ hours per week.  
 Hire a town crier (or do it myself) \_\_\_\_\_ times.  
 Hand out at least \_\_\_\_\_ business cards or brochures.  
 Visit at least \_\_\_\_\_ homes I do not know.

at least \_\_\_\_\_ 1. \_\_\_\_\_  
 purchases sales or 2. \_\_\_\_\_  
 times this month are: 3. \_\_\_\_\_  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

at least \_\_\_\_\_ 1. \_\_\_\_\_  
 purchases sales or 2. \_\_\_\_\_  
 times this month are: 3. \_\_\_\_\_  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Clean Energy Entrepreneur**  
**Sales Goals Worksheet (New Entrepreneur)**

**Sales Goals**

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.

	Unit Profit	Units	Profit
<b>Lights</b>			
Lamp EP	80HTG		
Ti Pews	275HTG		
<b>Power Pack</b>			
Sistem Soley 10W	1,000HTG		
Sistem Soley 15W	1,300HTG		
<b>Stoves</b>			
Recho Mirak	40HTG		
Recho Gaz Blan	90HTG		
<b>Total</b>			

**Your Network**

1. How many of your friends or family members would consider an EP product? \_\_\_\_\_ (people)  
 Add the three lines on the left. \_\_\_\_\_ (people)  
 This is your known market.

2. How many church members do you think might buy an EP Product? \_\_\_\_\_ (people)  
 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.

3. How many other people do you think you can reach in a month? (door to door, referrals, etc.) \_\_\_\_\_ (people)  
 This is your initial potential market.

**Enèji Pwòp**

**Clean Energy Entrepreneur**  
**Income Goals**  
 Goal Period: From \_\_\_\_\_ To \_\_\_\_\_

**Personal Goals**

Setting your income goals will help you determine your sales targets. This page will help you think about what your income goals are. Mark the items you are working towards and put in the value for the year.

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  
 Discounted Products \_\_\_\_\_ HTG  
 Other: \_\_\_\_\_ HTG

**Enèji Pwòp Discounted Products**

EP offers discounted products if you achieve specific revenue (not profit) targets. These are meant to help you be able to buy some of the products (optional).

Lamp EP or Recho Mirak  
 300 HTG + 4,500 in sales  
 TiPews or Recho Gaz Blan  
 700 HTG + 8,000 in sales  
 PowerPak  
 1,900 HTG + 20,000 in sales  
 Sistem Soley 10W  
 5,900 HTG + 8,000 in sales  
 Sistem Soley 15W  
 7,000 HTG + 115,000 in sales

Total EP Products I would like to buy: \_\_\_\_\_ HTG.

Add together items you selected from above and EP Products from the right (if any):  
 My annual Income Goal from EP is \_\_\_\_\_ HTG.  
 Divide by 12  
 My monthly Income Goal from EP is \_\_\_\_\_ HTG.

**Enèji Pwòp**



## Recommended Product Instructions Revision

Product instructions for most products are currently only provided by the manufacturer and have not been localized. This leads to challenges when installing more complex products or cause damage as a result of incorrect setup or use for others. These simplified instructions, focusing on visual instructions over long text, were developed to present to product manufacturers as potential “open source” instructions. Given the design source files, regional distributors can have the instructions translated for the dozens of countries the products are sold in.

**Eneji Pwop | POWA PAK JR**  
CONTENTS OF BOX

**PRODUCT DETAILS**

<b>BATTERY</b>	<b>RUN TIME</b>	<b>CHARGE TIME</b>
1x2	1 Lamp = 12 Hours 2 Lamps = 7 Hours	7-12 8-10 Hours in bright sun

Phone Charging: Charging time varies depending on phone.

**CONNECTING COMPONENTS**  
Your battery has two Load switches, one for each of the lights. Repeat these steps to connect both lights to the loads.

- Connect 1 Extension wire (EW) to Load 1 & 2 on Battery.
- Connect 1 switch wire (SW) to the Extension wire.  
*Tip: When connecting wires, make sure they are fit tightly together.*
- Connect 1 lamp LPI to the switch wire.  
*Repeat the three steps above with the other load.*

**CHARGING YOUR PHONE**

The Pwop offers two methods to charge your phone. There are 6 different phone adapters that are compatible with the most common phones. The full charge time of phones will vary depending on light strength, phone type and current charge of the phone.

1. Locate the splitter wire from the solar panel.
2. Connect the appropriate phone adapter to the wire.
3. Connect the phone to the wire.

**OPTION 1: SOLAR PANEL**  
Charging directly from the solar panel can only be done during daylight. Note that while the solar panel is charging the phone the strength of the battery charge will decrease.

**Important:** Some phones may not charge directly from the solar panel if your phone is not charging. Try connecting to the battery lead.

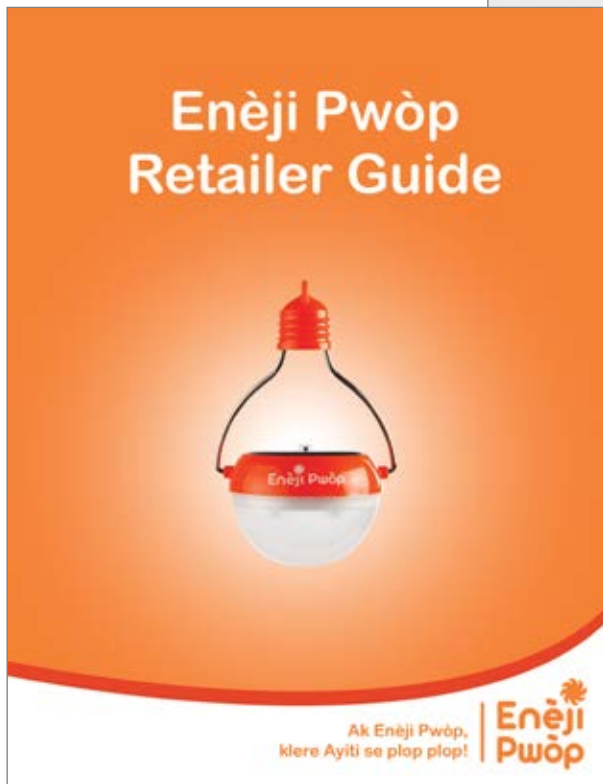
1. Unplug the light from lead 2 on the battery.
2. Plug in the phone adapter cable into the battery.
3. Select the appropriate phone adapter and connect the phone to the wire.

**OPTION 2: BATTERY**  
You may still charge your phone directly from the battery. This can be done at night, when there is no sunlight. Note that charging a phone from the battery may decrease the amount of lighting time.

**POWERING A RADIO**  
The Pwop can also provide power to some radios using the adapters provided.

## Retailer & Agent Guides

In addition to providing overviews of how to use the marketing materials and tools, these guides give instructions on reporting, training and other operational aspects.



Retailer Guide

TIP

### 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 Setter, 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! Here 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 customers and get them to positively accept your products. Always be friendly with customers.

As a Retailer you should always be an important but you don't want to be of Enèji Pwòp. Sometimes a customer says "no" but you can't let them say "no" to you. Tell them thank you and

**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 bit 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 "science" 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 Setter 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.

TIP

**Be ready!**

This means only say what needs to be said! If you're nervous or if you feel you've said what you need to say, take a deep breath, smile and speak with confidence.

TIP

**Practice makes perfect!**

Don't be disappointed if the first time you do this or sell to you is not. Once you think it's customer, think about what mistakes it challenges you to do and how you might deal with it next time.

TIP

### Sales Goals & Incentives

**One Energy Incentive**

**SALES GOALS WORKSHEET**

**New Incentive!**

**How to use:**

Use this worksheet to track your sales goals and incentives. It includes a table for recording sales data and a section for calculating incentives. The table has columns for 'Date', 'Sales', and 'Incentive'.

**Your Incentives**

Use this section to track your sales goals and incentives. It includes a table for recording sales data and a section for calculating incentives. The table has columns for 'Date', 'Sales', and 'Incentive'.

**It's good to set sales goals for yourself as a small businessperson. They will help 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 in 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 the wildfire. It spreads quickly and even if it can be put out, it will leave a trail of destruction that is hard 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**
- 2. The Sale**
- 3. Post Sales Follow-Up & Service**

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.

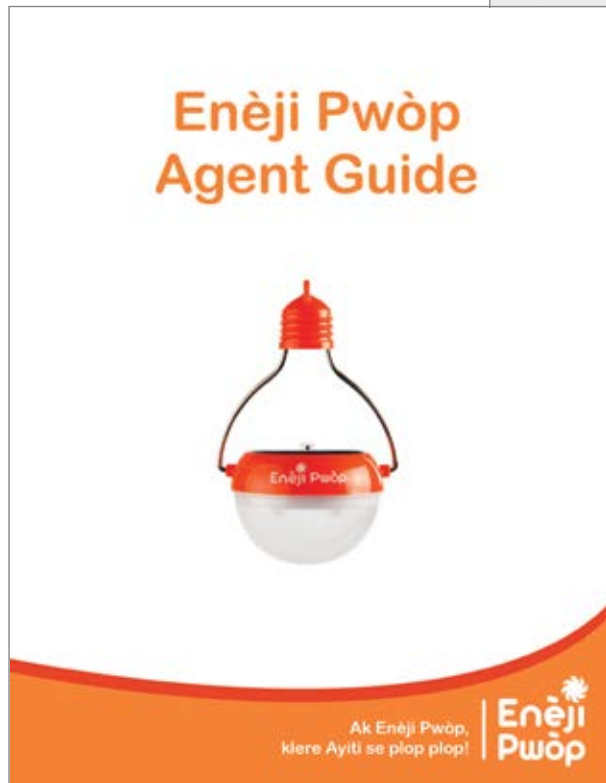
**2. The Sale**

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 P2C 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.



Agent Guide

### 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

See them on the Go

### 1. Lighting Solutions

**Lamp Enèji Pwòp**  
Enèji Pwòp - 10 years  
 This small light packs a big punch and is equally useful as a desk light, study light or can be held as a torch! No more having your light blow out from the wind.

**Tlones**  
Enèji Pwòp - 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 customers have to close or for your child's evening study session. Alternatively you could start a small phone charging business.

**Power Pak 2.0**  
Enèji Pwòp - 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.

**Custom Battery**  
Enèji Pwòp - 2 years  
 Now, the power can power your the gift of light! motion detection while they sleep.

### 2. Clean Energy Stoves

**Recho Mwa**  
Enèji Pwòp - 10 years  
 This "Miracle Stove" is an improved charcoal cookstove that consumes 10-20% less charcoal than traditional models. Now you can cook your meals without worrying about burning away your families money!

**Recho Gas Blon**  
Enèji Pwòp - 10 years  
 The Recho Gas Blon cookstove is ready to go as soon as you hit the 'on' switch. Efficiently burning kerosene from the pressurized light-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 Guard.

### Clean Cooking

Charcoal (Recho) or Charcoal Free

- Recho Mwa
- Recho Gas Blon

### Introduction

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 customers 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, and specifically the Retailers you manage, 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 need you to guide your retailers on good customer service through all stages of the customer journey. Sales are obviously important, but consistent, high quality service will be what helps Enèji Pwòp to continue to grow.

### Post Sales Follow-Up & Service

If customers have a problem with their product, they may give the Retailer a call or stop by in person. In this situation we want to provide exceptional service so that they do not regret their purchase. Chapter 10 covers how to handle these service options as your Retailers will occasionally need assistance on these issues.

Not all post-sales service needs to be about a product problem. If possible, we recommend having your Retailers return to their customers one to two weeks after the sale to ask how it is going 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 4 has details on what tests might be useful in these situations.

### The Customer Journey

#### Pre-Sales & Marketing

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

#### The Sale

The sale is the most obvious interaction with customers, also one of the most important. But service does not end with collecting money and providing a product. Good service includes working with the customer so they understand payment options (if offering R2D or any other credit terms), explaining the warranty (what is included and what is not), and assisting them with basic product setup. When a Retailer finishes 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.

### Door to Door

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

### Home Shop

If a Retailer's home has a porch or an area that they can display posters or the EP products, they may want to setup a "Home Shop". Retailers don't need to keep their shop "open" all the time, but may set aside a couple of hours a day when people can dependably find them or consider putting up a sign with the hours they are available to discuss EP products. If your Retailers have business cards, they may want to leave a few by their door so people can get your contact information if they are not home. You should discuss these options with your retailers who have this kind of home and assist with getting marketing materials such as posters and "bunting".

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## Additional Print Collateral

### Business Card Updates



### Agent and Retailer Training Certificates



Agent Certificate



Retailer Certificate







# Additional Print Collateral

## Microsoft Word Template



## Price List Templates

Enèji Pwòp		Agent Price List April-July 2013		
<b>Revision:</b>		<b>10-May-13</b>		
<b>Lanp Enèji Pwòp</b>		<b>10300</b>		
	<b>Retailer Price (Wholesale)</b>	<b>450HTG</b>	<b>Unit Profit</b>	
	Level 1	12-47	420HTG	30HTG 7%
	Level 2	48-95	400HTG	50HTG 13%
	Level 3	96-191	380HTG	70HTG 18%
	Level 4	193-288	350HTG	100HTG 29%
	Level 5	289+	340HTG	110HTG 32%
<b>Ti Powa</b>		<b>10101</b>		
	<b>Retailer Price (Wholesale)</b>	<b>1,225HTG</b>	<b>Unit Profit</b>	
	Level 1	12-47	1,100HTG	125HTG 10%
	Level 2	48-95	900HTG	325HTG 36%
	Level 3	96-191	870HTG	355HTG 41%
	Level 4	192-287	820HTG	405HTG 49%
	Level 5	288+	800HTG	425HTG 53%
<b>PowaPak</b>		<b>10103</b>		
	<b>Retailer Price (Wholesale)</b>	<b>3,200HTG</b>	<b>Unit Profit</b>	
	Level 1	4-7	2,800HTG	400HTG 13%
	Level 2	8-11	2,500HTG	700HTG 28%
	Level 3	12-19	2,400HTG	800HTG 33%
	Level 4	20-47	2,200HTG	1,000HTG 45%
	Level 5	48+	2,130HTG	1,070HTG 50%
<b>Sistem Soley 10W</b>		<b>10105</b>		
	<b>Retailer Price (Wholesale)</b>	<b>12,000HTG</b>	<b>Unit Profit</b>	
	Level 1	2-3	11,000HTG	1,000HTG 8%
	Level 2	4-7	10,000HTG	2,000HTG 20%
	Level 3	8-15	9,600HTG	2,400HTG 25%
	Level 4	16-35	9,200HTG	2,800HTG 30%
	Level 5	36+	8,900HTG	3,100HTG 35%
<b>Sistem Soley 15W</b>		<b>10107</b>		

# 17triggers

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