

Santa Clara University

**Scholar Commons**

---

Miller Center Fellowship

Miller Center for Social Entrepreneurship

---

2014

## **A Champion of Sales: A Tool for All BanaPads Champions to Develop Effective Sales Skills for Running a Successful Business**

Caroline de Bie

Kaci McCartan

Ty Van Herweg

Follow this and additional works at: <https://scholarcommons.scu.edu/gsbf>

---

# A Champion of Sales

A tool for all BanaPads Champions to develop  
effective sales skills for running a successful business



BanaPads Headquarters, Mpigi: +256 702 323 214

Core Support Team Leader: \_\_\_\_\_  
(name)

\_\_\_\_\_  
(phone number)

# Table of Contents

Eco friendly protection, from sustainable pseudostems



1. Introduction.....	3
2. BanaPads.....	4-5
3. Being a Champion.....	6-7
4. The BanaPads Sanitary Pad.....	8
5. Initial Sales Procedure	
a) Door to Door Sales.....	9-10
b) Group Sales.....	11-12
c) Institutional Sales.....	13-14
6. Follow-up Sales Procedure.....	15
7. Sales Tips.....	16-17
8. Potential Questions and Objections.....	18-19
9. Customer Section.....	20-21
10. Glossary.....	22-23
11. Notes.....	24

## Introduction

Eco friendly protection, from sustainable pseudostems



Congratulations on joining the BanaPads family! We are so excited for you to be a part of our team. We hope you will use this manual as a reference throughout your career as a Champion to keep improving your sales approach.

### ***Purpose***

The purpose of this manual is to make sure that all of our Champions provide the same, high level of customer service. At BanaPads, outstanding customer service is our priority. This is what sets us apart from other companies that sell sanitary pads. We want to make sure that every one of our Champions is able to reach this standard of excellence.

### ***Objective***

This manual should equip you with all the skills necessary to successfully sell pads, as well as train you in the basic principles of sales. We do not expect our Champions to have prior sales experience, so this manual will outline all of the skills necessary to be confident in sales.







## ***Mission Statement***

BanaPads is a social enterprise that manufactures high-quality, affordable, and eco-friendly sanitary pads, helping to keep village girls in school and create jobs for local women.





## ***The BanaPads Story***

Bbaale Richard, the CEO and President, started BanaPads Limited for a reason. When Richard was growing up in rural Uganda, he noticed that his older sister was missing school every month.

Eventually, his sister stopped attending completely. As Richard later found out, her absences were due to the

embarrassment and discomfort of menstruation. Since pads were too expensive, Richard's grandparents could not afford them. His older sister used mud and leaves instead, while facing embarrassment, infections, and eventually discouragement from attending school. This haunted Richard as he grew older, and opened his eyes to the issues that women face during menstruation.



*Source: One.org*

Eventually, after starting the organization SOVHEN that supports orphans in rural Uganda, Richard continued noticing that many girls were dropping out of school. Richard finally decided it was time to bring this issue to an end. One day, when Richard was visiting a village to volunteer his time, he noticed that there were many stems from banana trees lying around. He made the connection that no one else could—that these stems could be used to help provide safe and comfortable sanitary pads to rural Ugandan women.

BanaPads was launched as a social enterprise in 2010 and has received widespread support from many donors and agencies. Four years later, BanaPads is expanding beyond its birthplace of Mpigi, Uganda to the Western region of Uganda, Northern Tanzania, and eventually Burundi. With his mission of making the lives of schoolgirls and women better, Richard is working hard to promote BanaPads and bring his wonderful business to as many women and girls as possible. With time, Richard hopes that BanaPads can make a widespread social impact and give schoolgirls an opportunity that he wishes his older sister had.



### ***Role of a Champion***

A BanaPads Female Champion has three main roles:

1. *Educate* about menstruation and proper menstrual hygiene
2. *Advocate* the use of sanitary pads
3. *Sell* BanaPads sanitary pads to the local community

These three roles allow Champions to promote social action and economic development, ultimately achieving the BanaPads mission.

### ***Values of a Champion***

In order for all BanaPads champions to give the same quality service, they should follow the same set of values:

1. *Support*: A Champion makes herself available to her clients to answer questions
2. *Timeliness*: A Champion is always on time
3. *Integrity*: A Champion always does what is right
4. *Respect*: A Champion respects her customers and encourages other Champions to succeed

All of these values allow Champions build good, trusting relationships with each of their clients.

### ***Key Qualities of a Successful Champion***

Here at BanaPads, we pride ourselves on how special our Champions are. Some Champions are nurses, others farmers, while others are store owners. Even though they come from different backgrounds, many have some of the same qualities.

1. *Enjoys working with people*: Champions are easy to get along with and like talking with customers and fellow champions
2. *Active and enthusiastic*: They have plenty of energy and can make people excited about BanaPads
3. *Confident*: They are proud to be Champions and are not easily slowed down by rejection



## Being a Champion

Eco friendly protection, from sustainable pseudostems



4. *Team player*: They encourage other Champions to do well and never compete for customers
5. *Self-motivated*: They actively look for new customers and find ways to make their business more successful
6. *Responsive to customs*: They have no problem understanding a situation and adapting to it
7. *Creative and flexible*: They know how to handle any problem and how to act in a new environment
8. *Can take direction and adhere to the mission*: They follow the code of conduct and all of the manuals
9. *Knows how to read and write*: They are able to track sales, use the health education tools, read the manuals and use the mobile app
10. *Strong marketing and sales skills*: They can easily sell pads to customers
11. *Has existing network of potential customers*: They know several women and girls who may be interested in purchasing BanaPads

Of course, not all Champions have every one of these traits, but everyone can work towards these qualities to become more successful.



## The BanaPads Sanitary Pad

Eco friendly protection, from sustainable pseudostems



### ***The Pad***

The BanaPads sanitary pad is unlike any other pad for sale today. Using locally sourced materials, BanaPads is able to make an affordable, high quality and eco-friendly sanitary pad from banana stems. First, they take large pieces of banana stems and cut them into smaller sections. Then, each piece goes through a series of machines to make the banana fibers, cut the fibers and turn them into fluff. After that, the fluff is pressed into a pad, cut and sealed. Each pad is then well sanitized so there is no chance of skin irritation. The pads are packaged and then distributed all across Uganda and Tanzania. The result is a safe and comfortable pad that rivals competitors. The method of sales through Champions like you makes BanaPads a more convenient option and helps with the embarrassment of purchasing sanitary products.

### ***Pricing***

Quantity	Price
1 pack of 10 pads	1800 UGX



## ***Door to Door Sales***

When you begin selling BanaPads, you may find it easier to travel to your client's home and sell them products from there. These sales procedures will help you successfully sell BanaPads to a new client. You may also want to bring with you a pair of knickers and a single pad for demonstrations.

1. *Introduction:* After entering into the home, introduce yourself by telling the client your name and where you are from. Make sure to smile and keep friendly eye contact.
2. *Pre-sale:* Briefly explain what BanaPads is and what they sell. Make sure at least one person in the household is menstruating or is near menstruating age. Ask if someone who has control of the money is present to make sure that a sale is possible. Then ask if they have time (about 20 or 30 minutes) to speak with you about BanaPads.
3. *Pitch:* Place the product in their hand so they are able to really look at the product. Describe key features of the product (affordable, high quality, comfortable, safe & hygienic, eco-friendly.) Ask what materials they use and explain why BanaPads is a better option. For example, if a customer says they use Always, stress the affordability of BanaPads and the convenience of at-home delivery. If a customer uses toilet paper, explain how much more absorbent a pad is and how she would not have to worry about bleeding on her clothing. Then, explain why you as a Champion use BanaPads and why you prefer them over other options. Then you can show them testimonials and how to use the pad (see Customer Section). This will help customers imagine how using pads could improve their own lives.



Eco friendly protection, from sustainable pseudostems

4. *Discussion:* Remind the customer that there are people in their household that could greatly benefit from using pads. Ask if they have any questions for you and respond to any objections they may have with a reason to buy the product. For example, a customer may say that they do not have the money to spend on sanitary pads. To respond, you can explain to them how purchasing BanaPads will help them stay in school or continue working while they menstruate, which will eventually earn them more money to buy more pads and other things. (see Potential Questions and Objections).
5. *Closure:* Sell the product if the customer is interested. Try to sell more than one pack, explaining that they may want backup pads in case of unexpected periods. If the customer is not interested, continue to respond to their objections and emphasize the benefits of using sanitary pads. If they are still not interested, thank them for their time and give them your contact information in case they change their minds.
6. *Establish an ongoing relationship:* Offer to make an appointment to come back next month or another good time to sell them pads for their next cycle. Give them your contact information and give them the option to give you their contact information. If you have not set up a time to return, tell them to call or beep you before their next cycle so they can buy more BanaPads.



### **Group Sales**

After you have been selling for a while, you may find that group sales are a great way to boost your number of clients. Group sales is when you sell to a group of women who have either gathered with the purpose of buying BanaPads or for another reason, like for a women's group or a club meeting. You can either organize the gathering or ask to speak to a group that has already gathered themselves. The sales steps are like door to door sales, but changed for a larger audience. Make sure you have plenty of pads that you can sell so you do not run out. Also, bring with you a pair of knickers and a single pad for demonstrations.

1. *Introduction:* Introduce yourself to the group. Ask how they are doing and be as friendly as possible. Make sure to smile and keep friendly eye contact.
2. *Pre-sale:* Ask what people in the group know about menstruation. Ask if they know what it means and how to manage it. Then ask the women what materials they use and what challenges they face using those materials.
3. *Pitch:* Place the product in their hand so they are able to really look at the product. Describe key features of the product (affordable, high quality, comfortable, safe & hygienic, eco-friendly). Ask someone in the group to demonstrate how to use a pad. Then explain why BanaPads is a better option than some of the materials they described. For example, if a customer says they use Always, stress the affordability of BanaPads and the convenience of at-home delivery. If a customer uses toilet paper, explain how much more absorbent a pad is and how they would not have to worry about bleeding on their clothing. Then, explain why you as a Champion use BanaPads and why you prefer them more than other options. Then you can show them testimonials (see Customer Section). This will help the customers imagine how using pads could improve their own lives.



## Initial Sales Procedures

Eco friendly protection, from sustainable pseudostems



4. *Discussion:* Ask if they have any questions for you and respond to any objections they may have with a reason to buy the product. For example, a customer may say that they do not have the money to spend on sanitary pads. To respond, you can explain to them how purchasing BanaPads will help them stay in school or continue working while they menstruate, which will eventually earn them more money to buy more pads and other things. (see Potential Questions and Objections).
5. *Closure:* Sell the product to the people who are interested. Try to sell more than one pack, explaining that they may want backup pads in case of unexpected periods.
6. *Establish an ongoing relationship:* Offer to make an appointment to come back next month or another good time to sell them pads for their next cycle. Give them your contact information and give them the option to give you their contact information. If you have not set up a time to return, tell them to call or beep you before their next cycle so they can buy more BanaPads.



## ***Institutional Sales***

Selling your products at places like schools, churches or health centers can be great for selling many pads at once. To do this, make sure you have plenty of pads to sell. You can hold a meeting at one of these places by first talking to key stakeholders (headmasters, manager of health center) and arranging a convenient time and place to meet. This sales protocol is the same as group sales but requires much more creativity and resourcefulness. If you are at the level of being able to sell to large institutions, you are absolutely clever enough to make small changes to this sales procedure for different groups! Also, bring with you a pair of knickers and a single pad for demonstrations.

1. *Introduction:* Introduce yourself to the group. Ask how they are doing and be as friendly as possible. Make sure to smile and keep friendly eye contact.
2. *Pre-sale:* Ask what people in the group know about menstruation. Ask if they know what it means and how to manage it. Then ask the women what materials they use and what challenges they face using those materials. Of course, if you are selling to a place like a health center, you may be able to skip this step.
3. *Pitch:* Place the product in their hand so they are able to really examine the product. Describe key features of the product (affordable, high quality, comfortable, safe & hygienic, eco-friendly). Ask someone in the group to demonstrate how to use a pad. Then explain why BanaPads is a better option than some of the materials they described. For example, if a customer says they use Always, stress the affordability of BanaPads and the convenience of at home delivery. If a customer uses toilet paper, explain how much more absorbent a pad is and how they would not have to worry about bleeding on their clothing. Then, explain why you as a Champion use BanaPads and why you prefer them more than other options. Then you can show them testimonials (see Customer Section). This will help the customers imagine how using pads could improve the lives of those in their institution. Again, this step can be changed for different groups.

## Initial Sales Procedures



Eco friendly protection, from sustainable pseudostems

4. *Discussion:* Ask if they have any questions for you and respond to any objections they may have with a reason to buy the product. For example, a customer may say that they do not have the money to spend on sanitary pads. To respond, you can explain to them how purchasing BanaPads will help keep their facilities clean and, in places like schools, can help keep their girls from missing class. (see Potential Questions and Objections).
5. *Closure:* Sell the product if the client is interested. Sell as many packages as possible. If the customer is not interested, continue to respond to their objections and emphasize the benefits of using sanitary pads. If they are still not interested, thank them for their time and give them your contact information in case they change their minds.
6. *Establish an ongoing relationship:* Offer to make an appointment to come back next month or another good time to sell them pads. Give them your contact information and give them the option to give you their contact information. If you have not set up a time to return, tell them to call or beep you so they can buy more BanaPads.



### ***How to turn customers into clients***

There is a very important difference between customers and clients. Customers are people who only purchase your product every once in a while. They are usually less familiar with you. A client is someone who regularly purchases your products and is very comfortable with you. In order to keep your clients, you should be good with your follow-up sales procedures.

### ***Call the customer***

If they have given you their contact information, call the customer around 3 to 4 weeks after the initial sale so they are prepared for their next cycle.

### ***Make yourself available***

After you sell the product for the first time, make sure your client can get in touch with you and purchase the pads when it is a good time for them. Offer to make an appointment with them to buy the pad or allow them to call or beep you when they are about to start their next cycle.

### ***Be active***

If a customer has not called you about purchasing more pads, return to their house and find out why they have not called. If they say they don't have money, explain to them the economic benefits of using pads. If they were unsatisfied with the product, find out why and tell their concerns to your Core Support Team Leader.





### ***How to be the Champion of Champions***

Every successful saleswoman has her own way of selling pads, but many follow the same basic principles. Here are some common sales tips that people around the world have found helpful.

1. *Know your stuff*: Make sure you fully understand the products, its features and the benefits over competitors (including cloth, toilet paper etc.)
2. *Be presentable*: Always dress appropriately when meeting with a client, and try to appear clean and professional.
3. *Be patient*: Do not pressure the customer into buying the product, but instead remind them why they want to buy it and how it will benefit them.
4. *Introduction*: Introduce yourself to every new client before describing the product. Building strong relationships is key, so remind your customers that you'll always be available for support.
5. *Time management*: Be on time for your appointments and try to organize your sales days so you know when you will visit each customer.
6. *Be friendly and confident*: Smile, keep eye contact and never be louder than the customer when talking with them.
7. *Stay positive*: Have a great attitude, even when you are rejected.
8. *Be prepared*: Make sure you have all the necessary materials with you, including pads, a pencil and paper to track sales, manuals, business cards and a pair of knickers for demonstrations.
9. *Plan*: Decide when the best time to sell is (morning, afternoon or evening) so you don't waste time and needless rejections.
10. *Be a team player*: Respect your fellow Champions. Don't compete with them and do not steal their clients.
11. *Be relatable*: Use your own personal experiences to sell the pads. Say why you like them, and how they have helped you.
12. *Be resourceful*: If you're already involved with churches, schools or health centers, see what you can do to bring BanaPads to these places.



### ***Champion to Champion***

Here are some ideas from your fellow Champions on how to be successful in sales.



“I looked at what menstrual problems each customer faced without pads, and compared that discomfort with the comfort of wearing pads. I would use this comparison to show them that **pads were a better option.**”

*Bayiga Sarah, Mpigi Uganda*

“The advantage of selling a good product is that if it is good enough, it sells itself. If they are unsure about BanaPads, **I will provide a test pack for them to try.** either have them pay me back later or just give it to them for free.”

*Kadiga Makiganda, Mpigi Uganda*



“I always make sure that the first interaction I have with new customers leaves a good impression. I usually get all the necessary information from the family, build the relationship, and **give the pitch once I have gained their trust.**”

*Naluyange Sylvia, Mpigi Uganda*

“I emphasize why **clients can trust me** to sell them a good product. I have a personal story to tell concerning the pads, and since I am younger, schoolgirls know I can relate to them more easily.”

*Nalubowa Grace, Mpigi Uganda*





### **Product Questions**

1. Q: How much does the pad cost?  
A: One package of 10 pads costs 1800 UGX (see Customer Section: Pricing Matrix)
2. Q: How many pads come in a package? Will that be enough for a full cycle?  
A: Pads are sold in packs of 10. Two packs are enough to last a full cycle.
3. Q: Where can I buy the pads?  
A: I can come to your house to deliver the pads directly to you as needed.
4. Q: How often should I change my pad?  
A: You should change your pad every 3 to 4 hours, depending on flow, to avoid leaking and infections.
5. Q: How can a pad protect me from discomfort and infection?  
A: When you use other products, you may bleed on your clothes with is very uncomfortable. BanaPads can prevent infections by providing a clean and easy to change surface to absorb menstrual blood. Using unclean sanitary materials supports the growth of unwanted bacteria that can cause infections or travel up the vagina and enter the uterine cavity, which can lead to dangerous reproductive infections.
6. Q: How many packs should I buy my daughter while she is in school?  
A: One or two packs is usually enough for a full cycle, so at the very least you should buy one for each month of school. Buying a few extra is a good idea if she runs out.

### **Objections**

1. Q: I can't afford to buy pads.  
A: Buying and using pads regularly will help you stay in school and continue working, so you will actually have more money if you use pads.
2. Q: I've been using [cloth/cotton/toilet paper] for years and it has worked for me. Why should I change?  
A: Using pads is much safer than other materials, as well as more absorbent. It will let you continue with your daily tasks during menstruation.

## Potential Questions and Objections

Eco friendly protection, from sustainable pseudostems



### **Menstruation Questions**

1. Q: What can I do if I have really painful cramps?  
A: Take pain reliever like Panadol. If the pain does not go away and causes a disruption in your daily activities, consider seeing a doctor.
2. Q: How long should my period last?  
A: A period can last anywhere from 3 to 7 days, depending on the individual. If your period lasts more than 7 days, see a health professional.
3. Q: As a mother, what can I do to help my daughter through menstruation?  
A: Explain to your daughter the meaning of menstruation and that it is a normal process that every woman experiences. Make sure she has the proper materials to manage her menstrual cycle and try to be sensitive to the effects of hormones on attitude and behavior.
4. Q: As a father, what can I do to help my daughter/wife through menstruation?  
A: Ensure that they have the essential materials (pads and soap) to manage menstruation. Consider assisting them with their duties when cramps become painful, and understand that many women experience moodiness and emotional sensitivity when menstruating.

### **BanaPads Questions**

1. Q: Can I become a Champion?  
A: Yes! BanaPads has trainings throughout the year, and if you give me your contact information I can pass it on so they can contact you for the next training.





### Pricing

Quantity	Price
1 pack of 10 pads	1800 UGS

### How to Use a Pad

1. With clean and dry hands remove the strip of the pad to reveal the sticky part in the middle.
2. Press the sticky part of the pad in the middle of the knickers. If the pad has wings, also remove the strips on the wings and wrap them around the underside of the knickers.
3. Wear the knickers and pull it up to see if the pad is well applied. It must cover the vagina.
4. Keep checking whether the pad needs changing. Remove and replace the pad if it's wet on the surface and can no longer absorb the flow.
5. Fold the pad and dispose it properly in a pit latrine or in a sanitary bin or incinerator for burning. Wash your hands with soap.



Source: beinggirl.com



### Testimonials

Our customers are very satisfied with our products. Here are some of our customers explaining why they always choose BanaPads.



“BanaPads are very good. They help me in school and I like that they are cheap. My friends use them and really like them. I always talk to others about BanaPads at school.”

*Nakato Margaret, Age 14, Senior 1*

“I used other pads like Always, but I changed to using BanaPads because they are near me. I’m more comfortable and clean in school. It’s good because I cannot fail to go to class. I would definitely recommend BanaPads to a friend. I want them to be clean and comfortable like me.”

*Nantale Lillian, Age 18, Senior 4*



“I used to use cloth, but then I started using BanaPads because they are softer, they are cheap and I am able to get them in time. I am no afraid when I use BanaPads. They make me feel free.”

*Nakimbugwe Justine, Age 17, Senior 4*



1. *BanaPads*: a social enterprise that produces and sells sanitary pads made from banana stem fibers.
2. *BanaPads (section)*: mission statement and value proposition of the company.
3. *Being a Champion*: values and characteristics of a successful BanaPads Champion.
4. *Champion*: BanaPads saleswoman and health educator.
5. *Client*: a long-term customer to whom you sell a product.
6. *Cramps*: feeling when uterine muscles contract to shed the uterine lining during menstruation.
7. *Customer*: someone who purchases your product less frequently.
8. *Customer Section*: section that you can show to the customer during the initial sale; includes pricing, how to use a pad (with pictures) and testimonials.
9. *Door to Door Sales*: approaching nearby households to see if they are interested in purchasing BanaPads.
10. *Follow-up Sales Procedure*: protocol on how to sell to a client who has already purchased BanaPads.
11. *Group Sales*: selling to a group that has already gathered to either purchase BanaPads or for a related issue (you can gather them, or they can gather themselves).
12. *Initial Sales Procedure*: process of selling a product to a client for the first time.
13. *Institutional Sales*: selling to large groups of people in places like schools, prisons or health centers.
14. *Introduction*: explaining the purpose of the sales manual.
15. *Menstrual cycle*: entire cycle of menstruation, starting with the menstrual period and ending right before the next period. This cycle includes all of the physical and emotional changes a woman must endure to prepare for menstruation, usually lasting around 28 days.



- Eco friendly protection, from sustainable pseudostems
16. *Menstrual hygiene*: maintaining a healthy hygiene regimen during menstruation, including regular bathing, use of clean sanitary pads and frequent hand washing.
  17. *Menstruation*: monthly shedding of the uterine lining releasing blood and tissues from the uterus through the vagina. All girls and women of reproductive age (between puberty and menopause) should have menstrual periods except during pregnancy.
  18. *Potential Questions and Objections*: some questions that a customer may ask during the sales process and how to respond to those questions
  19. *Sales*: the entire process of selling a product, including customer relationship building, providing customer support and sales.
  20. *Sales Tips*: ideas on how to be a successful Champion.
  21. *Sanitary pad*: absorbent, disposable pad that you stick on your knickers during menstruation to absorb blood.
  22. *Testimonials*: examples of happy BanaPads customers; a great resource for explaining benefits of using pads.
  23. *Glossary*: section of definitions of key terms used in this sales manual
  24. *Notes*: page where champion can write notes about good sales practices, important phone numbers and other notes to herself



# Notes



Eco friendly protection, from sustainable pseudostems

