

PEOPLE-ORIENTED STORIES ABOUT VALUES

About me

I have more than ten years' experience in marketing and sales project management.

I have more than five years' experience in teaching sales at the Banking Institution of Higher Education, Vidzeme University of Applied Sciences and BA Turība.



ABOUT SALES



ABOUT SALES



STEREOTYPES



Seller and speculator

*«Operations of speculators were considered criminal not only from the economic point of view.»
(Padomjlaika biznesmeņi - spekulanti, Leģendas, 2012, special periodicals.)*

STEREOTYPES



SALES IS NOT A REAL JOB

STEREOTYPES



SELLER HAS TO FOIST

PEOPLE
4 market trends

1. STATUS SEEKERS



Almost everybody compares themselves with others and publishing the adventures or only planning them, person asks oneself whether the adventures make **me richer, more knowledgeable, experienced, emphatic, popular, erudite, elegant....**

CUSTOMERS LESS AND LESS CREATE THEIR IMAGE USING **TRADITIONAL STATUS ELEMENTS** (CARS, BRANDED CLOTHING, LUXURIOUS HOUSES, ETC.) PEOPLE WILL MORE AND MORE SHARE INTERESTING **STORIES ABOUT THEIR EXPERIENCE** THEY HAVE ENJOYED, **BRANDS** THEY HAVE USED, AND **VALUES** THEY SUPPORT.



Being Your Own Best Friend



Too hot to handle! Shop for summer style at...



Women portrait photograph pose ideas 7



112 Essential Things to do Before International...



i love spending my summer in sun & finding...



Privacy



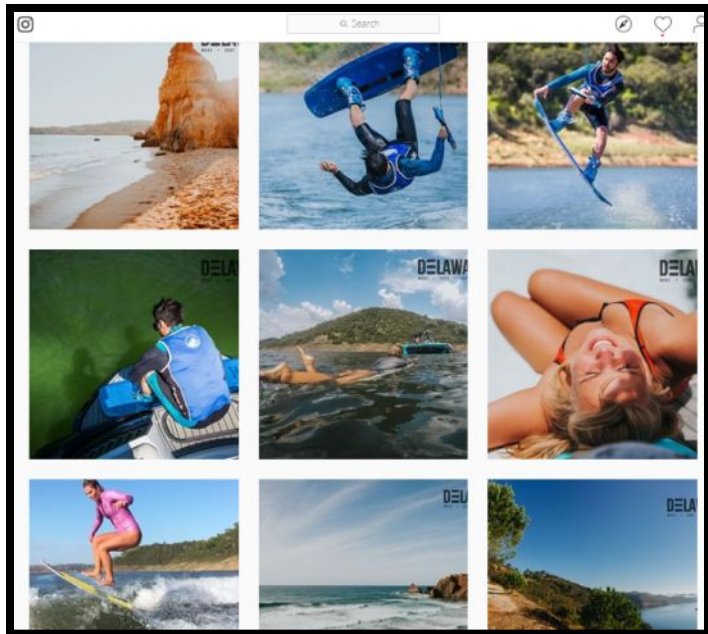
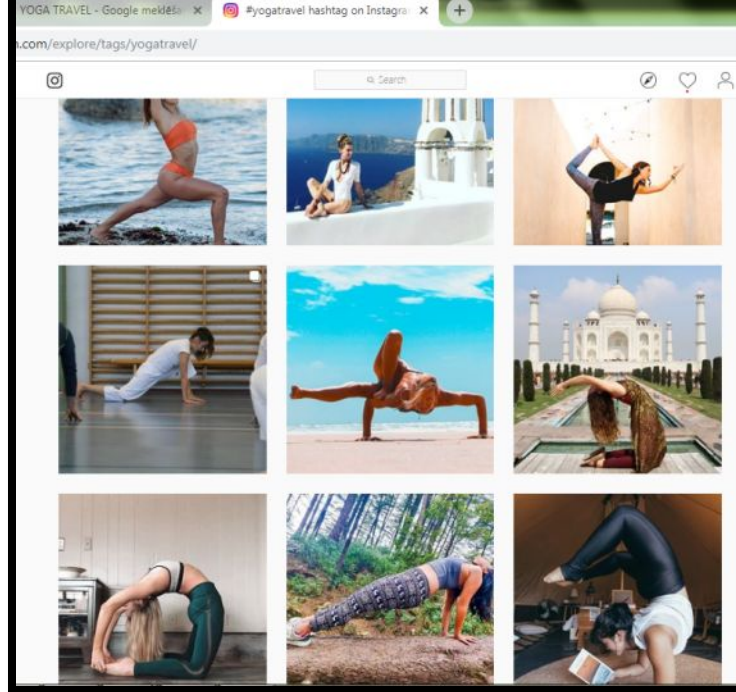
2. BETTERMENT



DESIRE TO DEVELOP, KNOW MORE, LIVE MORE HEALTHY, TRAIN YOUR BODY, SKILLS AND COMPETENCES **CUSTOMERS** WILL COOPERATE WITH PRODUCTS THAT WOULD HELP OR ENCOURAGE THEM TO DEVELOP AND ACHIEVE THEIR GOALS.



Most Recent



3. YOU ARE THE CENTRE OF THE UNIVERSE.



PERSONALISED
PRODUCTS AND
ATTITUDE

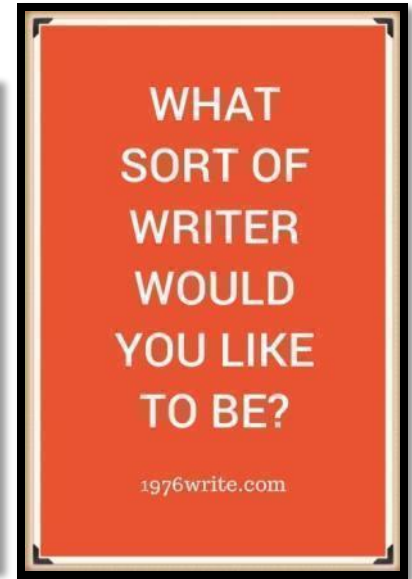
Data on customers and their needs have been gathered in social networks, and loyalty programmes.

The opportunity to express personal opinion, leave evaluation and feedback provided by

social networks.

NOWADAYS, PEOPLE WANT TO FEEL SPECIAL AND WANT TO BE SERVICED AS IF THEY WERE SPECIAL. GOODS AND SERVICES THAT ALLOW A PERSON TO EXPRESS ONE'S PERSONALITY AND POPULARITY, THANKS TO ONE'S TASTE, IS THE HIGHEST LEVEL OF PERSONAL NEEDS.

4. WHAT WILL REMAIN AFTER ME?



WHEN CUSTOMER BECOMES HUMAN



People do not buy products, but a better version of themselves.

Selling values

VALUES that we can sell

FUNCTIONAL



EMOTIONAL



SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



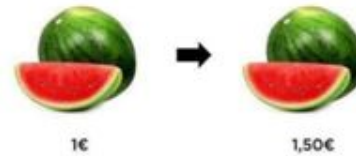
Affiliation/
belonging

Increasing value

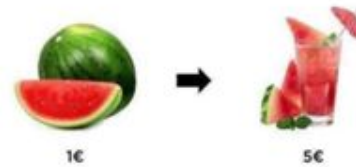
1



2



3



4



VAI





EUR 0.003 par litru



Lielbāta
0.7 EUR par l



Memory water SOMA
~1.10 EUR par | 25 EUR par pudel



Filico
170 EUR par pudeli



**Aqua di Cristallo Tributo
Modigliani**
50 000 EUR pudele

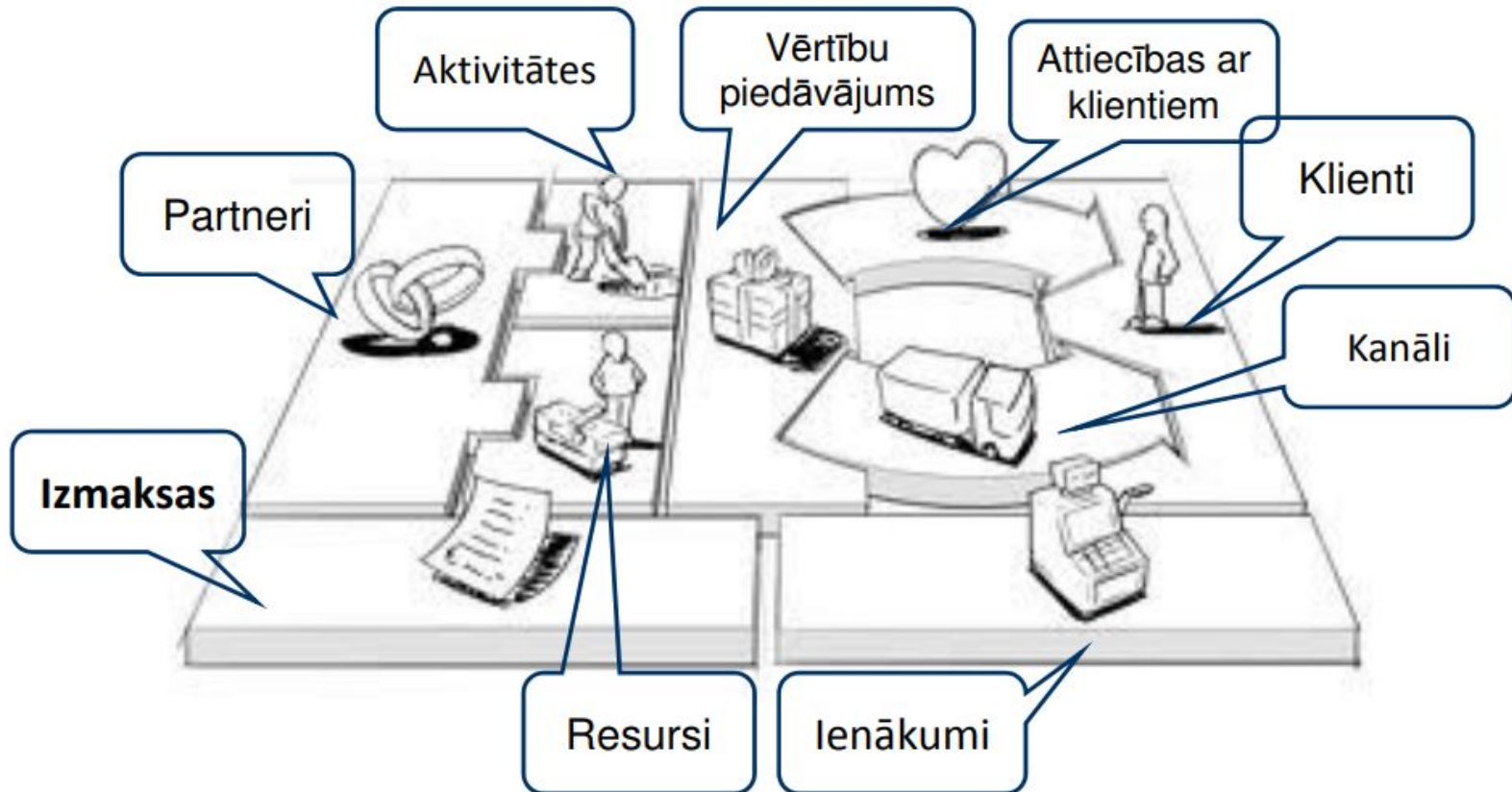


**Beverly hills 90H2O Luxy
Collection Diamond Edition**
85 000 par pudeli

HOW TO DEFINE AND COMMUNICATE VALUES

Biznesa modeļa “audekls”

(Business Model Canvas)

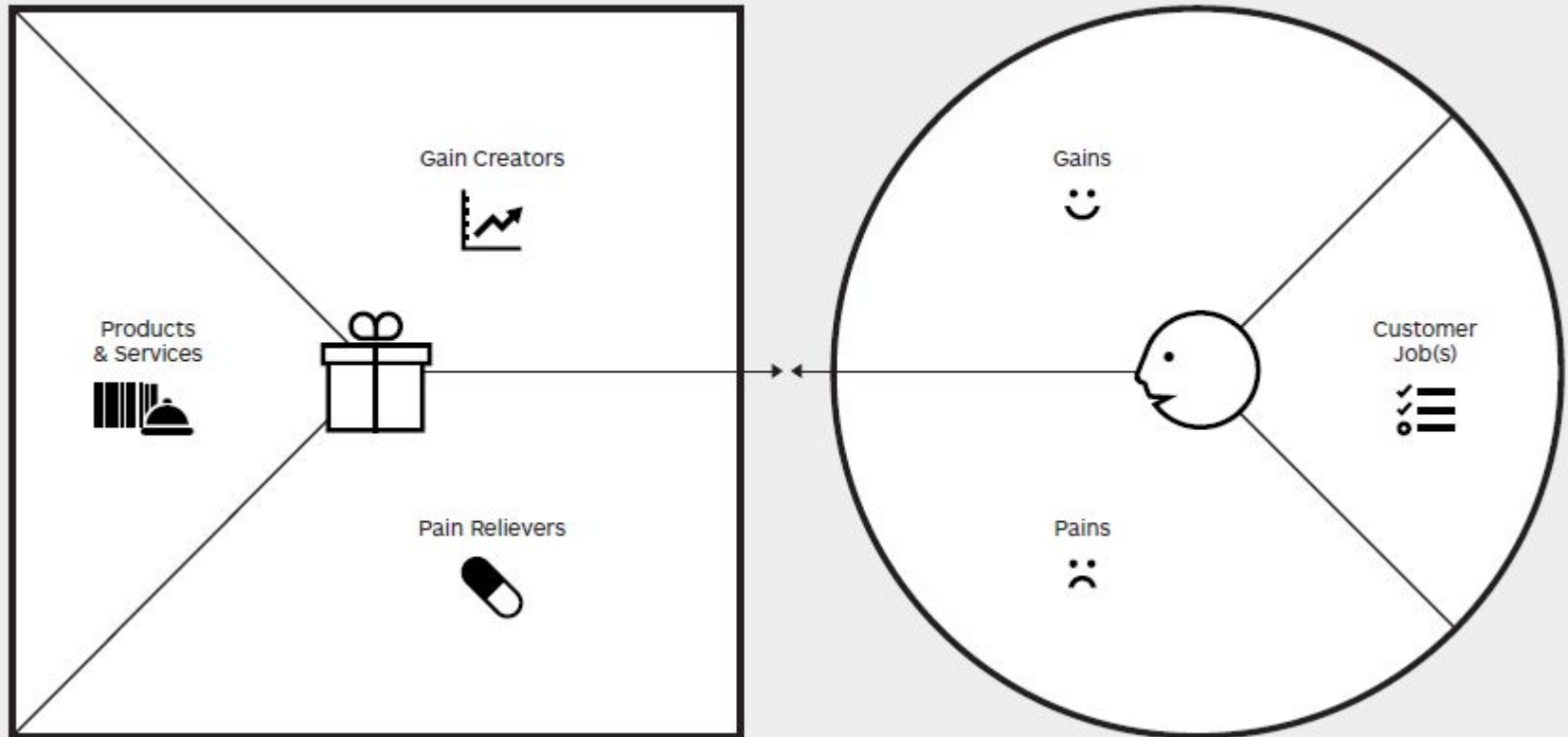


The Value Proposition Canvas



Value Proposition

Customer Segment



Classic template of value proposition.

Our _____(product),
provides an opportunity to _____
(customer segment),
who would like to _____(customer
activities),
preventing _____(pain) to obtain
_____ (benefits)



Art of telling stories

Stories that change the world.

Well-built stories
change the way how
we:

Feel

Think

React

Act



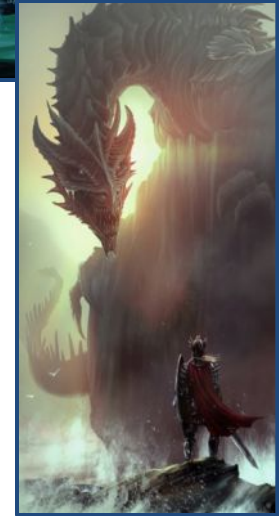
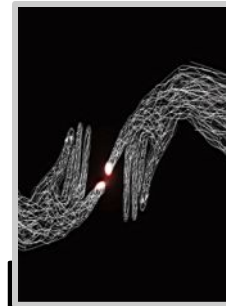
Know your audience

Heroes

Obstacles and enemies

Cause compassion

Involve senses of audience



Why / How / What

Why do you do it?
What do you believe in? How did you start? How did the idea emerge?

How do you do it?
What are your superpowers?

What do you do?





Involve the audience

Several questions /
interesting and emotional
facts in the beginning;

Laughter;

Find somebody who can assist
you;

Ask them questions and make
them move;



Secret and puzzle.

We like secrets and and we like to disclose them to others;

Secrets make us strong and special;

We often cannot wait until the speaker reveals the solution;

Resolving secrets is a game during which the audience can be involved to express their guesses and experience “small victories”.



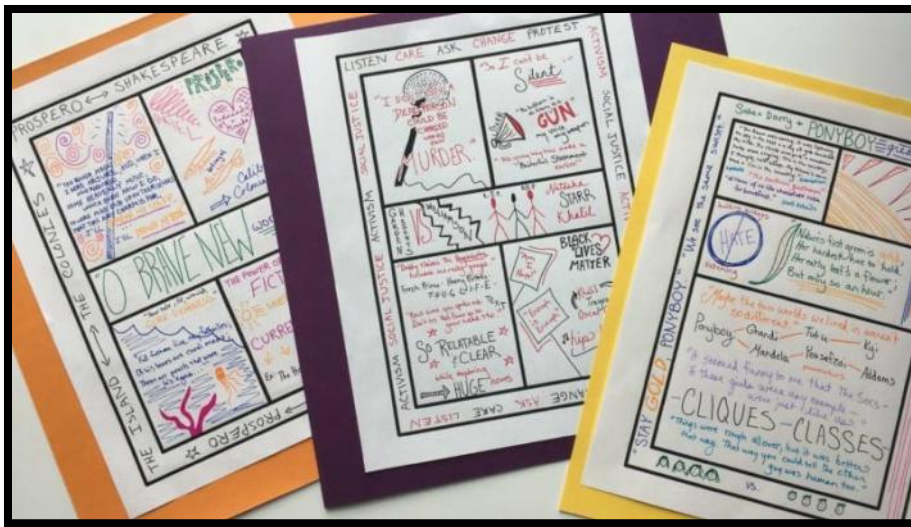
PITCH

- Who are you?
- Why do you do it (real life story), what do you believe in, what are your values?
- What is customer's issue?
- How does your product solve economic, social, and technological challenges?

One-pager

One-Pager is your company's **pitch** put on paper. One-pager contains the key information on your business. Your offer. Your values. And why you are better than your competitors. Accurately defined and placed on one, easily perceivable page.

TO WHOM: INVESTORS, CUSTOMERS, BANKS, EMPLOYEES, SUPPLIERS



NASDA National Association of State Departments of Agriculture

WHO IS NASDA ?
NASDA is a nonpartisan, nonprofit association which represents the elected and appointed commissioners, secretaries, and directors of the departments of agriculture in all fifty states and four U.S. territories.

WHAT DOES NASDA DO ?
Our mission is to represent the state departments of agriculture in the development, implementation, and communication of sound public policy and programs which support and promote the American agricultural industry, while protecting consumers and the environment.

PROGRAMS
MEASURING AGRICULTURE'S SUCCESS.
NASDA employs over 2,000 enumerators to collect agricultural data in support of the mission of USDA's National Agricultural Statistics Service (NASS). This partnership began in 1972.

PROMOTING AGRICULTURE.
NASDA also conducts three trade shows through USDA's Foreign Agricultural Service (FAS) Market Access Program (MAP). These shows are held annually in Chicago and Miami and attract buyers from around the world seeking American agricultural products.

FOOD SAFETY IS A PRIORITY.
NASDA's newest program is with the U.S. Food & Drug Administration. It will enable NASDA to provide critical information to help plan and carry out implementation of a national produce safety rule, in partnership with FDA and state regulatory agencies.

STATES
NASDA Members are the chief regulators and promoters of agriculture in their states. They manage a diverse portfolio of regulatory programs in their state including conservation, pollinator health, food safety, animal & plant health, and more.

NASDA Members meet twice per year to discuss and vote on national priorities for the organization. Our Annual Meeting is led by the President in September of each year.

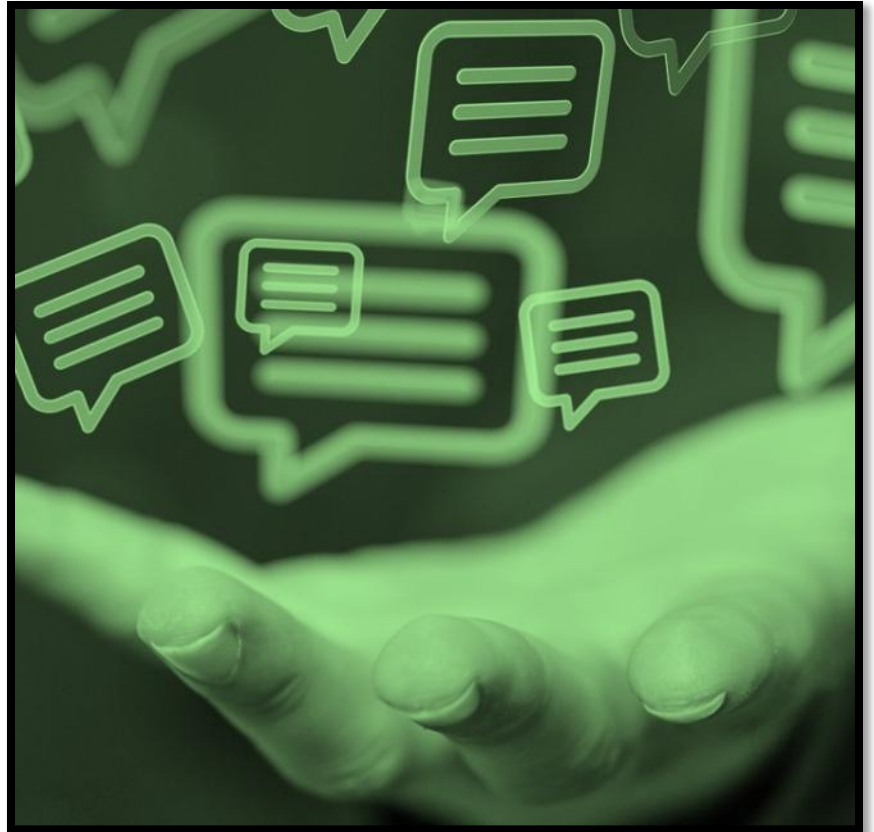
NASDA Members also meet annually with their counterparts in Mexico and Canada.

CONTACT US

WWW.NASDA.ORG @NASDA NEWS /NASDADC

Customer

- Define your product from the point of view of customer. **What do you sell?**
- Describe your ideal customer!
- Describe specific benefits your customer is looking for!
- Where is your customer?
Regionally, in terms of market, social bubble, solvency, culturally?



Products/ Short description / Headline

- Provide a brief description of your product.
- Describe what it is, to whom it is produced and why it is better than others.
- In what development stage the product is?
- Image with operating product.
- Focus on solution.



Issue. Needs

- Describe what issue your product solves/will solve.
- Make the reader feel the issue of your customer and why your solution is important now.

Solution (Secret source)

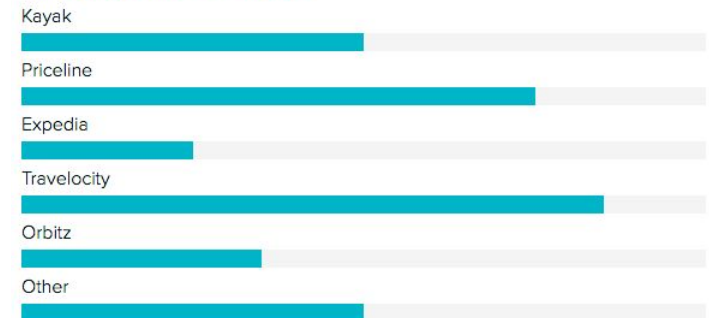
- Why is your company best suited to provide solutions? Create a clear and compelling message.
- Make sure it explains what you do, how you're different and most importantly why it's worth investing in.
- Regardless of all your features, focus on the one thing that stands out about the product you provide.

The Solution

Smarter recommendations saving you time and money

Looking at industry reports, trends, and economic changes, we developed an algorithm to accurately predict the best prices for the best times travel and book your trip. Each trip you search, we calculate a "Travel Score" to measure your deal. The higher score, the more confidence you'll have to book your trip.

Yearly Revenue



Market size

- How large is your market (financially, geographically, in terms of assortment)?
- What are market tendencies?
- How serious problems do you solve? Is it possible to manage without you?
- What and where is market potential?



Market strategy

- Business goals
- Sales channels
- Marketing activities
- Marketing content and methods



Key milestones

- To participate at 3 foreign exhibitions
- To attract 100 solvent customers
- To get awards or obtain certification
- To reach 1000 followers on Facebook
- To attract sales specialist



Competition

- What are other companies doing in this space and how does your product or service fit in within this landscape?
- Name your competitors!
- How are they solving customer's problems now?
- How is your product different? What is its most competitive advantage?



Your team

- Company's strength lies in its people.
- Dedicate few words to your employees, management and owners.
- If you do not have employees yet, describe how they should be, what your corporate culture values will be.

