SNV Cookstoves Sales Process Trigger Map

Meet the Personas:

Sen Ysan, The Sales Agent
Omlom, The Customer

Opportunities for Tools:

Opportunity #1
One headache mentioned by sales agents was that some villagers didn’t come to the group event, and the ones who did were not the decision makers. The opportunity here is to create an engaging way to invite villagers to the group meeting. Idea starters: audio cart, teasers, formal invitations.

Opportunity #2
Sales agents said they didn’t have any materials to distribute at the group event and it’s hard for customers to understand because the cookstove is a new product. Idea starters: leaflet, tri-fold, prop, demo.

Opportunity #3
After the group event or door-to-door visit, customers had no way of relaying information to their family members to make a joint decision on the purchase of the stove. Idea starters: leave behind or takeaway - something tangible and memorable for villagers.

Opportunity #4
Since the cookstove is such a big purchase, the decision making process for villagers is quite long. Idea starters: a follow-up piece that villagers can keep to see the message again.

SNV Cookstoves Sales Process:

1. SNV staff meet with Sen Ysan, the sales agent
2. Sen Ysan receives training on cookstove
3. Sen Ysan sets up meeting with villagers
4. Village chief helps gather villagers
5. Conduct village meeting
6. Conduct door to door events
7. One villager buys a cookstove
8. Neighbours go to see cookstoves
9. Omlom goes home and discusses about cookstove with family
10. Omlom signs ‘yes!’ to the cookstove
11. Omlom calls sales agent to buy a stove
12. Cookstove arrives!
13. Sen Ysan checks the cookstove and tells the Omlom how to use it
14. Omlom signs the agreement and makes payment
15. Omlom pays in cash or gets a payment plan
16. Sen Ysan checks the cookstove and makes sure it works
17. Sen Ysan follows up in 1-3 days
18. Omlom calls Sen Ysan if there’s a problem
19. Omlom goes to see or get a repair
20. Omlom calls Sen Ysan if there’s a problem
21. Sen Ysan follows up in 3-5 days