



Sales Agent
Training & Development
Guide

This Manual belongs to _____



Table of Contents

Part 1: Background Knowledge

What is in This Guide?	4
Who are Sales Agents?	5
Lets Get Started	6
Key Terms	7
How Does Jibu Work?: A Review	8
Who are Jibu Customers?	9
Why do Customer Love Jibu?	10
How is Jibu Different From Water Alternatives?	12
How the Jibu Price is Possible?	14
What Products Does Jibu Offer?	15
Franchise Production Technology	17
Water Education: Understanding Public Water and Boiling	18
Traditional Bottled Water	21

Part 2: The Selling Process

Marketing vs Sales	24
Marketing Strategies	25
Sales Channels	27
Types of Jibu Customers	28
Your Sales Kit	29
Engaging Customers in the Field	30
Customer Management	36
How do I use my Knowledge?	38
The Do's and Don'ts of Sales	39
Frequently Asked Questions (FAQs)	40
Jibu Sales Agent Expectations	42

Part 1: Background Knowledge



What is This Guide?

As a Sales Agent you are the face of Jibu. You talk to your community, you understand your customers, and you show them why Jibu is great. To do this though, you need a guide, something to lead you through your training and to reference in the field. This guide will put your talents into action and has 4 main functions:

1. An **introductory and guidance** text for you to use and follow during training.
2. **Reference** in the field. If you encounter challenging customer questions or you forget an answer, consult this document for detailed information.
3. An **explanatory tool** for the field. Use this guide to help customers visualize new knowledge by displaying pictures and diagrams. For example, if customer asks about the filtration process, show them a diagram of the filtration process on pg 17.
4. A **policy and organization resource**. To be an effective Sales Agent it's best to couple effective education and organized communication. The policies and organizational guidelines will help you stay organized and build professionalism.



Where does this information come from?

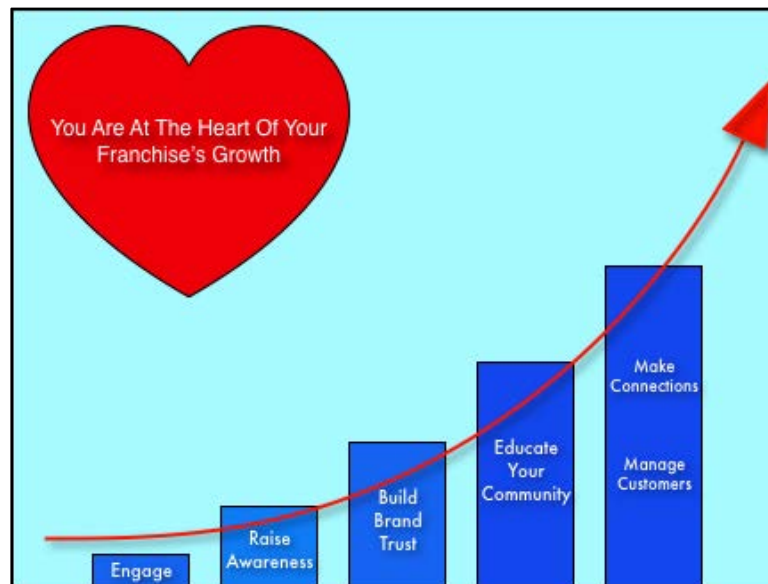
The information in this guide is a culmination of experience across many Jibu franchises. It draws from the techniques successful franchisees and Sales Agents have used in the past and creates a framework for you to follow. While this guide may not have knowledge about your local context, it will show you what information is important to gather from your community. Further, **never be afraid to say you do not know an answer to a customer question**. This guide does not have all the answers to more complex sales and marketing questions, always consult your team if you are unsure.



Who are Sales Agents?

Sales Agents are at the heart of your franchise's growth. Commitment, passion, and organization will drive further sales at your franchise and drive change in your community. A busy store is an exciting place and meeting customer demand is rewarding challenge that will ultimately make your team grow close. Sales Agents are at the frontline, the educators, the scouts, the face, and the energy of Jibu in the community. Sales Agents have 4 main functions:

1. **Raise awareness** for Jibu's mission, business model, products, and services in their community. Get your community talking, get people excited to tell their friends about Jibu, *make your customers your marketing team.*
2. **Educating your community.** Whether it's the dangers of boiling, the cost of charcoal, or Jibu's mission *education sparks conversation and creates demand.* Asking members of your community about how they currently get their water and how much they pay shows you care and positions Jibu as "the solution."
3. **To build trust** in your community. Water is a sensitive product. There are multitudes of fake, unsafe water products throughout Africa and people are often skeptical of new companies with unknown motives. Building trust requires a professional exterior, consistent information, and a quality product.
4. **Customer Service and Management.** Whether it's finding new customers, checking in on current customers, or solving customer problems, you are the front line. Good customer service will inspire your customers to share the Jibu experience with their friends; bad customer service will quickly spread and negatively affect your franchise's presence.

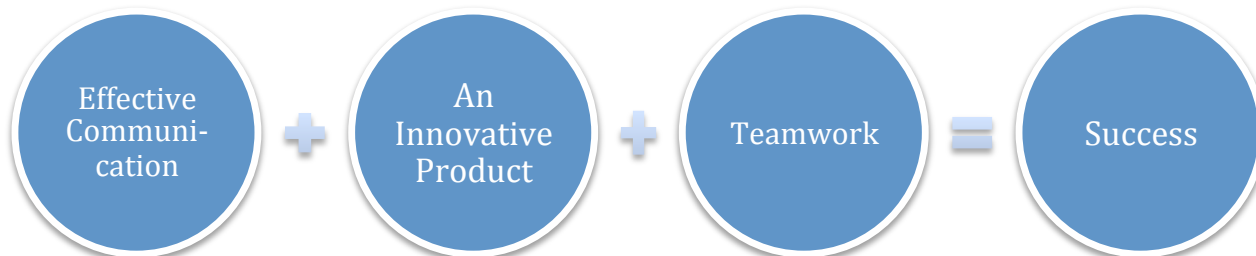


Sales Agents are passionate about providing affordable water to their communities. Jibu Sales Agents are educators, marketers, and salespeople and use these duties to provide sustainable change for the average person boiling water or drinking it untreated. Throughout your franchises growth you will experience a shift in your activities and duties but will always be working toward the same goal. Providing safe, affordable drinking water for all.

Lets Get Started

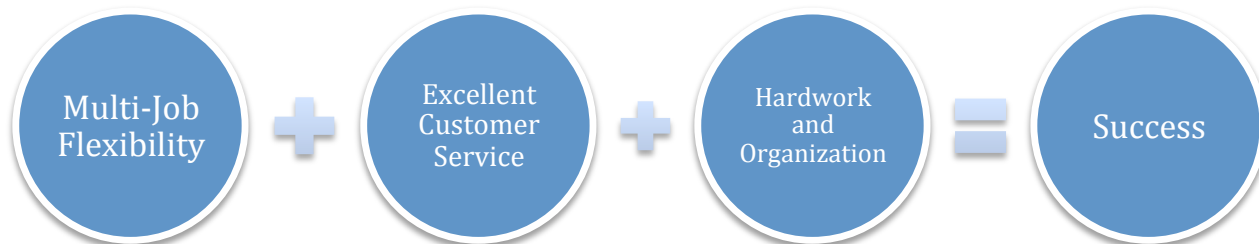
How to build a successful franchise:

Business is about **meeting the needs of your customer**. Businesses destined for failure introduce new products that they think are great but are not solving a real problem. For example, if someone was to try and introduce another traditional bottled water company they might struggle because there are many well-established companies that meet this need. Other businesses fail because they lack excellent customer service.



How to be a successful Sales Agent:

By recognizing yourself as an educator, a marketer, and a sales person you can more effectively promote growth at your franchise with **multi-job flexibility**. Sales Agents must also manage their relationships. Whether it's a smile and a wave to a Jibu customer in your neighborhood or a visit to their home to assess their product needs Sales Agents provide **excellent customer service** all along the way. Finally, Sales Agents must be tenacious and **hardworking**, engaging their community on a daily basis whether it's in the store or in the community. In order to be effective with your hard work you must also stay **organized**. This guide will show you how to be successful.



What problems is Jibu addressing?:

1. **Lack of Access to Affordable Water:** Due to the high price of traditional bottled water, lack of clean and effective pipe infrastructure, and the dangers of boiling water, many people do not have access to safe water. Jibu **meets the customer need and a social need** with a creative business model that makes the price of its water radically affordable for everyone.
2. **Lack of Employment:** Unemployment is significant in most countries throughout Africa. Jibu's franchise model requires a significant amount of people to process, filter, and sell water to their community. This creates local employment for local people and the income stays in the local community. This is solving a **social need**.



Key Term

Scientific Knowledge

Abiotic vs Biotic

- Biotic-Living organisms (fungi, bacteria, plants)
- Abiotic- Non living physical elements (salt, chemicals)

Chloramine

- Disinfectant added to water to ensure quality, and protect end product

Leaching

- Chemicals moving through solid material (pipes)

Business Knowledge

Target Market

- The main group of people you are selling Jibu water to

Marketing

- Communicating the value of your product to new people.

Sales

- Building relationships with your customer and meeting their needs

Jibu Knowledge

The Jibu Experience

- A customer's interaction with Jibu employees from start to finish.

The Customer Lifecycle

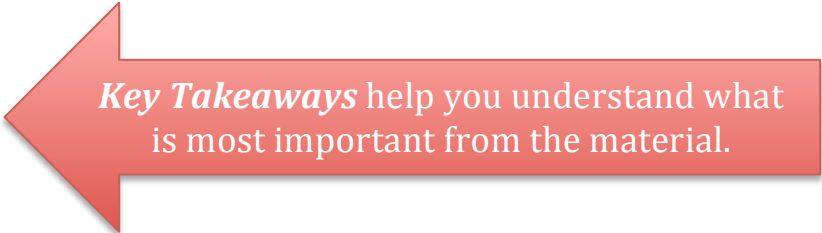
- The sequence of events that leads up to a customer becoming a loyal Jibu customer.

Franchise Structure

- Jibu corporate provides entrepreneurs with the resources to start their own business.



Look
for me!



Key Takeaways help you understand what is most important from the material.

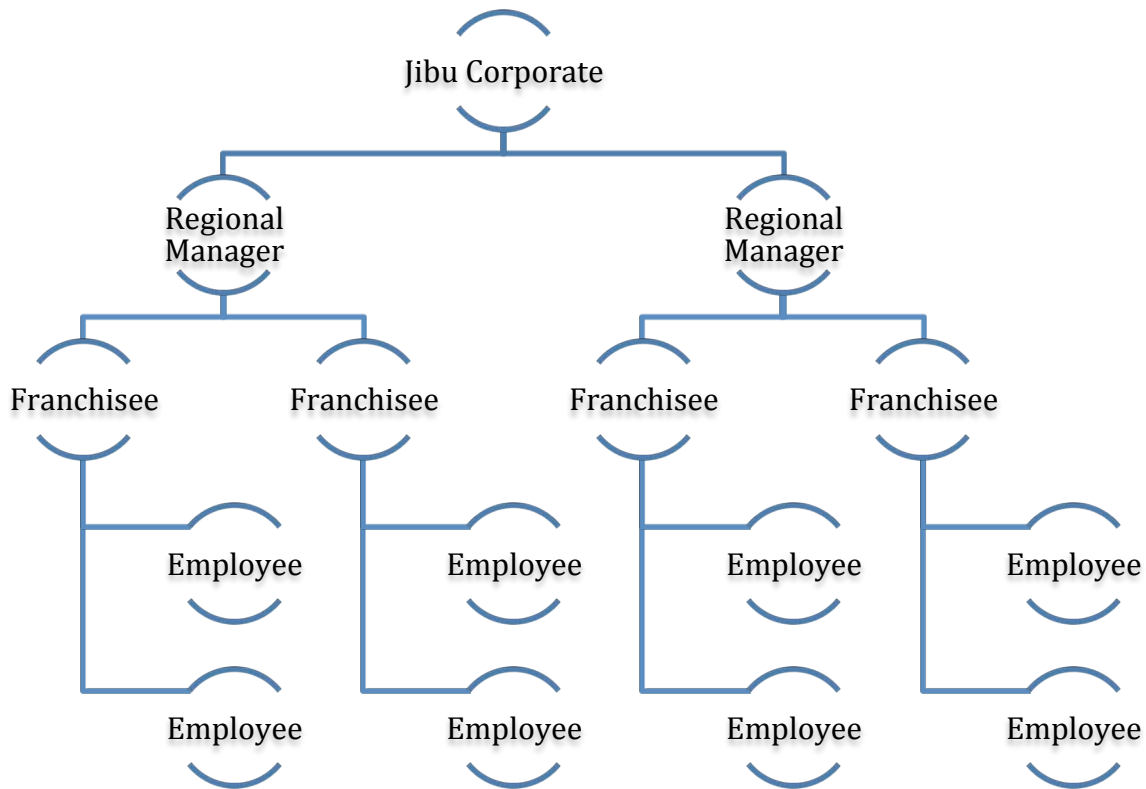


How Does Jibu Work?: A Review

Jibu's Mission:

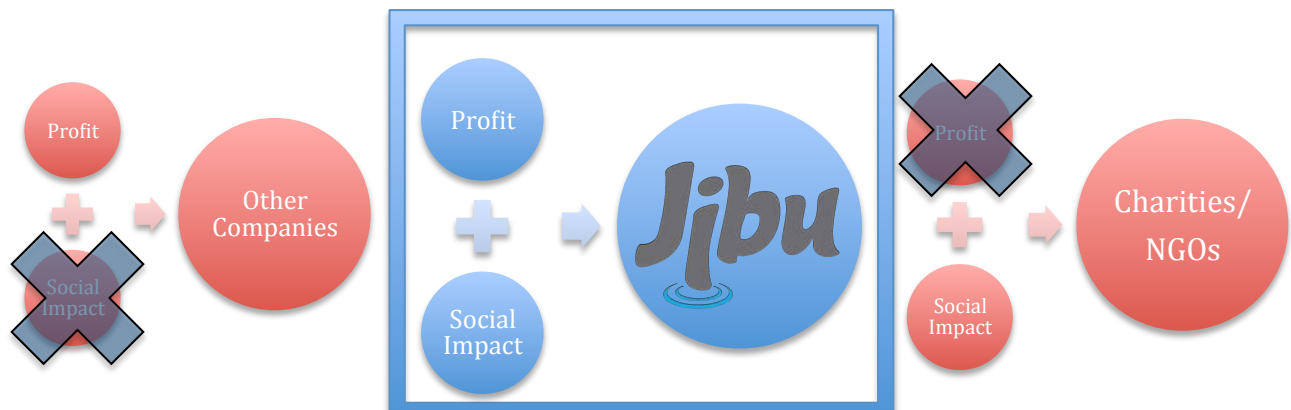
Jibu aims to provide safe, affordable, reliable, and accessible drinking water to all of those who were previously forced to boil or drink their water untreated.

Jibu's Franchise Structure:



How is Jibu different from other companies?:

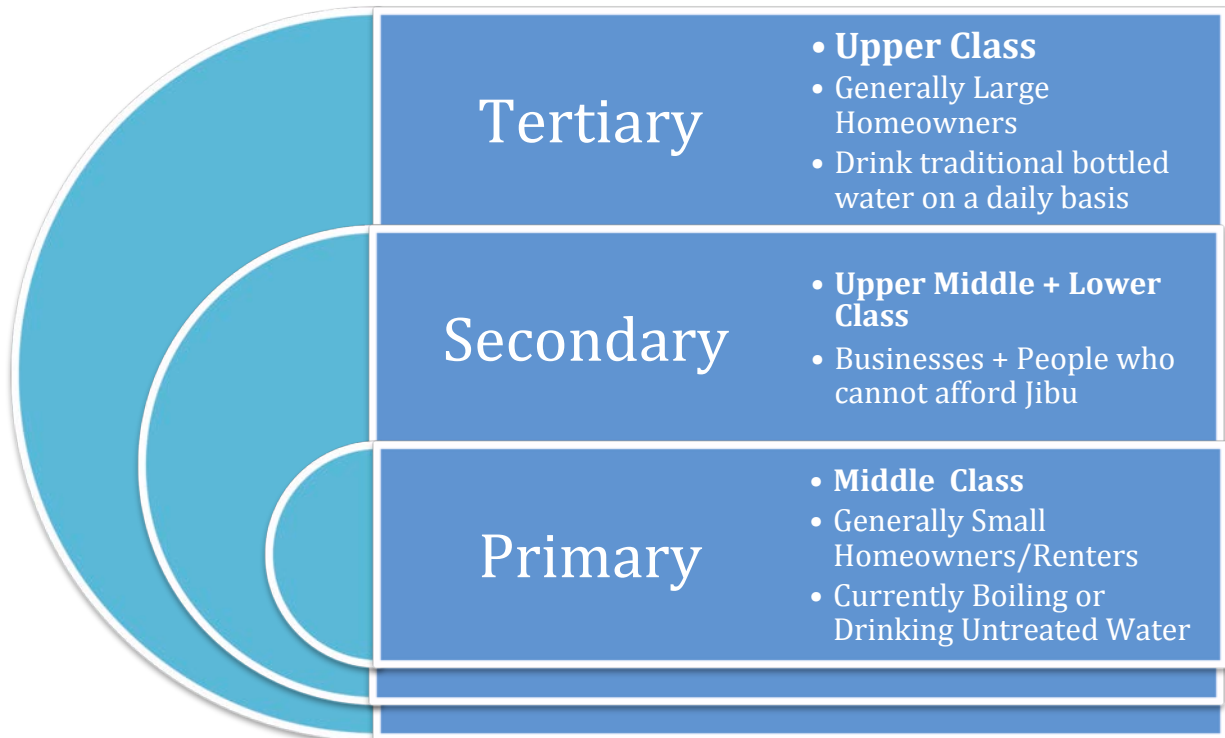
Using a franchise model, Jibu enables local African entrepreneurs to build their future through ownership and wealth generation from their franchise. This model allows Jibu franchises **to both generate a profit while creating a social impact in their community**. Corporate provides the financing, hardware, materials, training, and guidance needed to start a successful business and Jibu franchisees and employees use their talent and knowledge of their local community to achieve success.





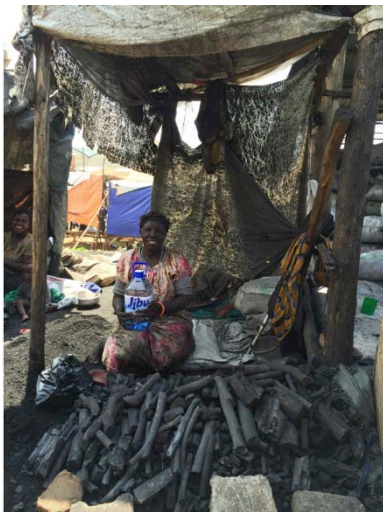
Who are Jibu Customers?:

Customer Segments in the Water Market



Jibu's target market is **the middle class**. Businesses and the large homeowners are usually knowledgeable of the problems with boiling water and will generally be seeking Jibu for better prices. Selling to retailers, businesses and other locations who can afford existing bottled water should come secondary to your efforts to reach the homeowners in your community.

These are your primary customers!!





Why do Customers Love Jibu?:

The Big 5

Price

- **Real Value:** Jibu is the cheapest bottled water provider in the market.
- **Cost Avoidance:** Jibu water is the same price if not cheaper than boiling, and saves you a great amount of time.
- **Reusability:** Bottle reuse is sustainable and keeps prices low

Quality

- **Health:** Jibu water is processed using three separate filters to ensure the reliability and safety of the water.
- **Reliability:** All Jibu products are government board certified and manufactured with consistent procedures ensure the same great products at all franchise locations.

Experience

- **Taste:** Jibu water is tested for chlorine and ammonia concentrations before being distributed to ensure the highest quality of taste and quality.
- **Customer Service:** Jibu combines quality products with top of the line support and education.

Packaging

- **Dispense-ability:** Jibu has a variety of products that can be either dispensed using a tap, through a dispenser, or consumed directly.
- **Aspiration:** Jibu provides the rest of the population with access to affordable bottled water, something that has not been available until now.

Convenience

- **Delivery:** If a customer prefers to have their water brought to them, delivery is just a call away.
- **Location:** Jibu franchises are visible and accessible, allowing for easy pick up.



How to sell these 5 Factors

Price:

When explaining Jibu's prices to a potential customer, most will immediately see the significant price difference between Jibu and traditional water companies. The challenge is **educating them on the costs of boiling** and discussing challenges they have with their current water. The costs of boiling are discussed on pg 20.

Quality:

Many customers are skeptical of the quality of your product after your initial explanation. Water is especially difficult due to the sensitive nature of the product and its by everyone. To ensure quality you must walk them through 3 key factors of quality: **Government certification, displaying and explaining the on-site filtration process, and offering a free sample or their first purchase on the spot.** If they are still unsure, tell them to come to the local store and see the production process for themselves!



Experience:

All Jibu employees are educators and change makers. By fulfilling these 2 major roles they collectively drive the growth of their business while making tangible change in their communities. **The Jibu Experience** starts with the customer learning about Jibu whether it's a professional interaction with a Sales Agent or hearing from a friend, Jibu intrigues potential customers with its low prices. Customers then enter the storefront, receive a friendly greeting and have attentive staff available for fielding questions. A customer then purchases and enjoys the quality and taste Jibu water provides.



Packaging:

The packaging is an excellent selling point due to the wide variety of products Jibu has to offer. **Sell the packaging by thinking about what products will be paired best with certain customer segments.** For example, moto-drivers outside of your store may like the easy convenience of a 1.5 L whereas a family would use the 20L to drink and cook for their family throughout the week.

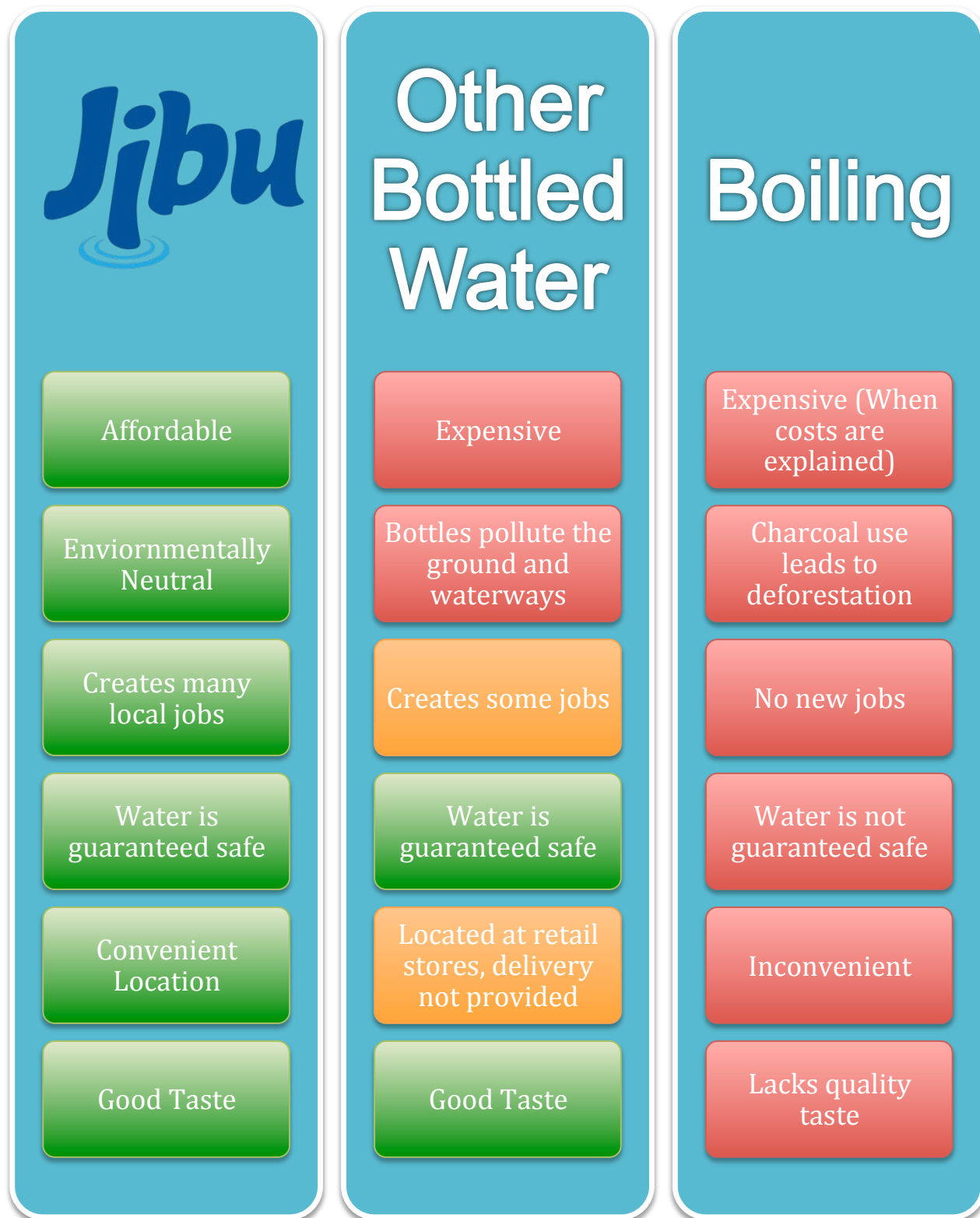
Convenience:

Use the convenient local location to draw the customer's attention to how easy it is to acquire water. Encourage them to come pick up their water for the week after work or even have it delivered at a small additional fee if they are unable to pick it up at the local store. Jibu's convenience also highlights its use of local labor and the social mission.



How is Jibu Different From Water Alternatives?:

Comparison Chart





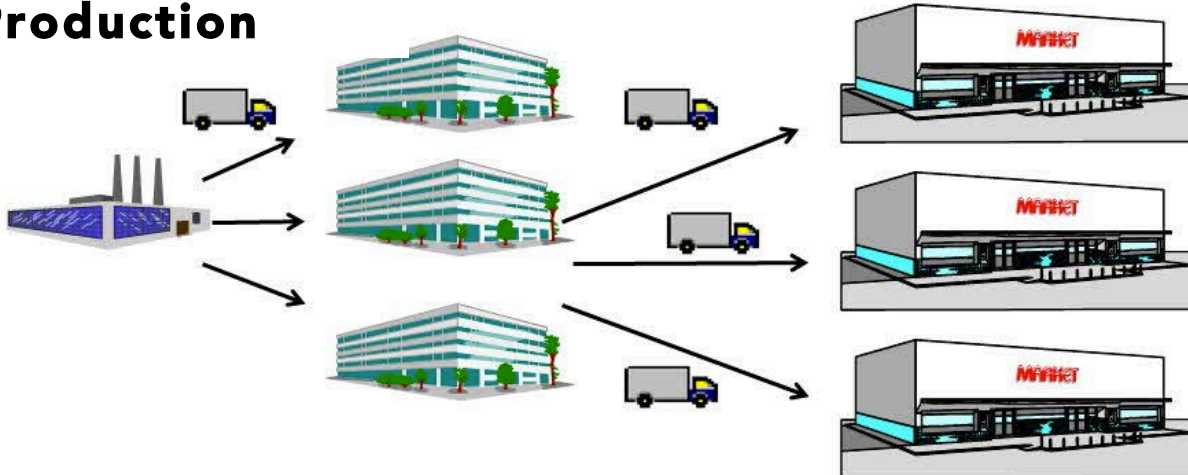
How does Jibu's production process differ from traditional bottled water?

1. Traditional Bottled Water

Centralized Production

Distributors

Retail Stores

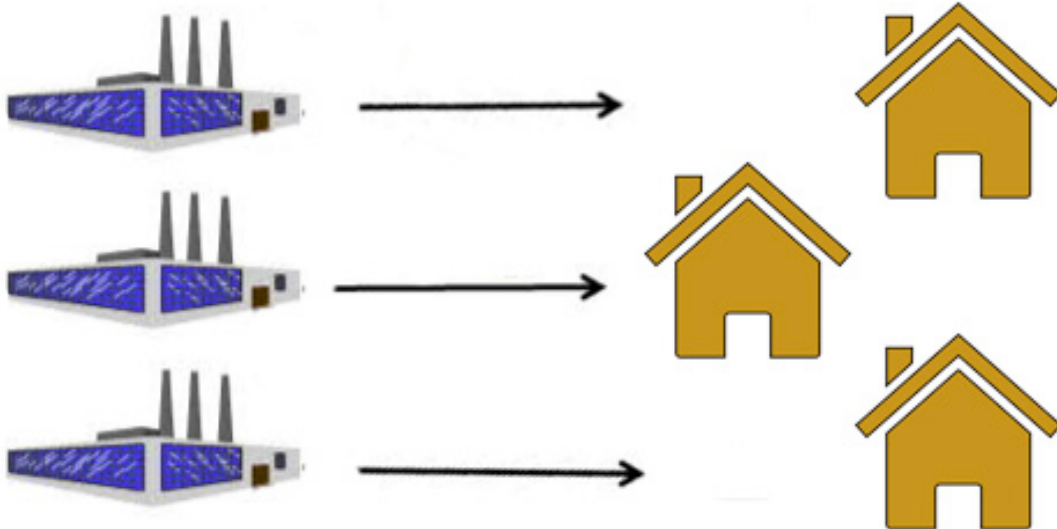


Negatives: Energy intensive, High distribution cost, High retail mark-up, Plastic bottle pollution

2. Jibu Water



Local Customers



Negatives: Output per franchise is not as large as centralized facility.



How is the Jibu Price Possible?

3 Price Reducers

Direct Sales

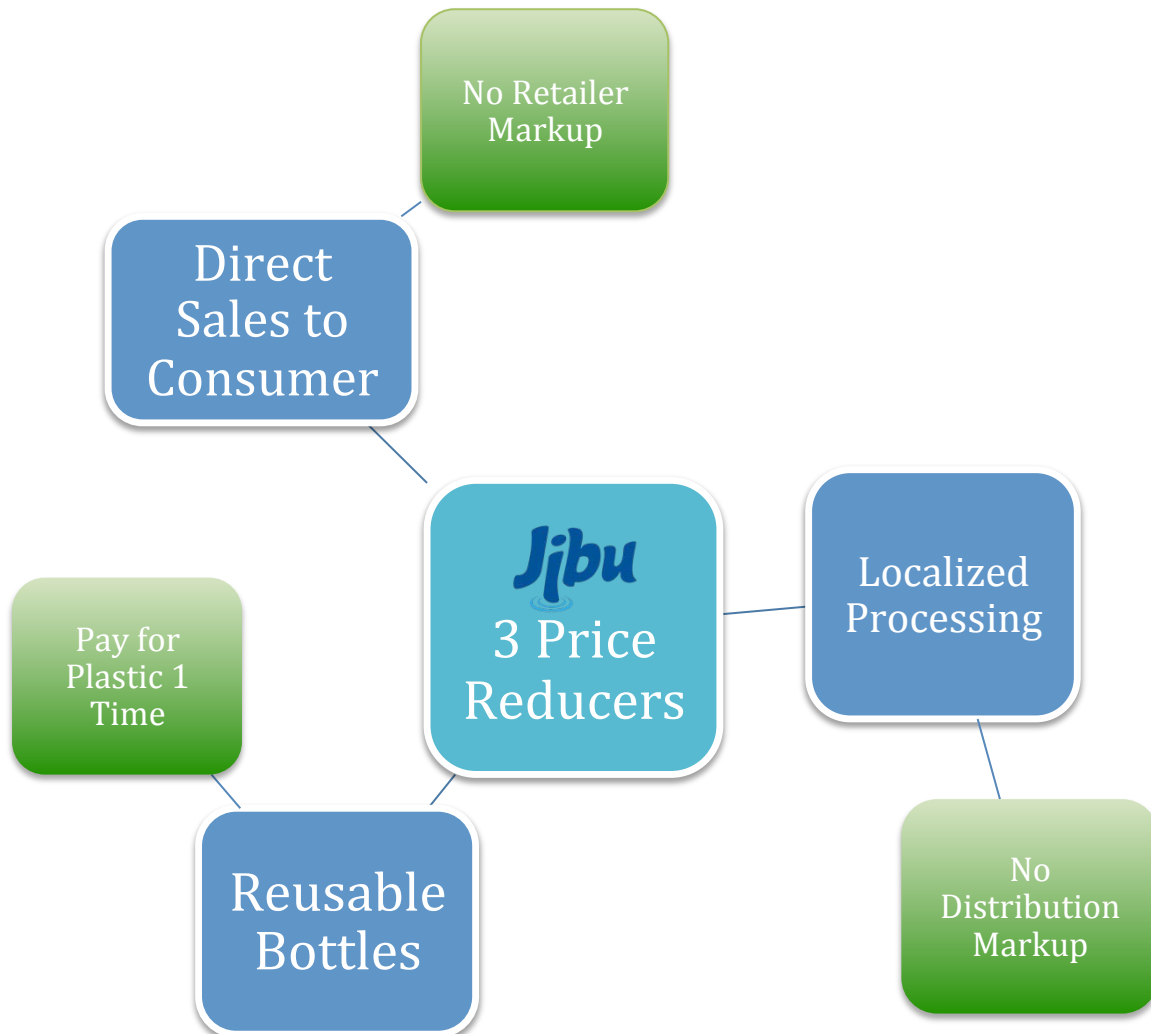
Jibu sells their water directly to the consumer at a wholesale price. This approach eliminates the need for retailers, who markup the price.

Decentralized Processing Locations

By filtering on-site vs at a large centralized plant, Jibu is able to eliminate distribution cost. These local, high population density locations are accessible by walking or delivery. Delivery costs are option and paid by the end consumer with no extra cost to Jibu.

Re-usable bottles

Customers only pay for their plastic once, returning their previous bottle in exchange for a new one. Refills provide customers with a continuous discount. Jibu also keeps its communities clean with accountability for its waste.












What Products Does Jibu Offer?

Products & price structure (Ugandan Schillings/Rwandan Francs)

Jibu franchises offer a wide variety of products that address the different water needs among different customer segments. When selling to different customer groups think about which products fit the needs of your potential customer.

Products	Picture	Initial Price (UGX/RWF)	Refill Price	Ideal Use
20 Liter Jibu Bottle		25,000	TBD	Flexible for Dispenser or Home Use (All Purpose)
18.9 PET Bottle		18,000/8,000	3,000/1,500	Office Dispenser Use
20 Liter Jerry Can with Tap		15,000/5,000	2,500/1,200	Home or Office Use
7 Liter Jibu Bottle		TBD	TBD	Home or Personal Use
5 Liter PET Bottle		2,500/2,000	1,500/600	Week-long Personal Use
1 Liter Flex Bottle		1,500/1,200	500/200	Daily Personal Use
1.5 Liter Bottle		1,200/600	500/300	Daily Personal Use



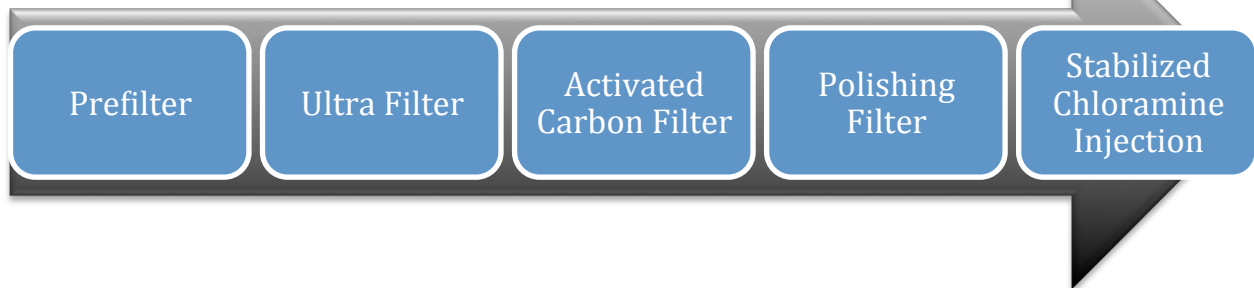
Franchise Production Technology

How does Jibu guarantee the safety of its water?

While Jibu's water production machines are known for the use of Ultrafiltration technology, there are several steps involved with the purification process. Ensure that you are familiar with all of them so you can explain the technology to customers:

1. **Prefilter:** To remove dirt and other large materials carried by the national tap water, water is first pushed through a 105-micron stainless steel pre-filter.
2. **Ultra-Filter:** Water is pushed through a 0.02 micron membrane. This filter (featured below) effectively filters out bacteria, viruses, and other water-borne diseases.
3. **Activated Carbon Filter:** During this stage any issues pertaining to odor and taste are solved as this coconut shell carbon filter effectively removes and reacts with any free floating ions still in the water.
4. **Polishing Filter:** The 0.35 micron polishing filter serves as the final guard against any remaining contaminants or particles that may have broken off the carbon filter.
5. **Stabilized Chloramine Injection:** As a final preservative, released water is injected with stabilized chloramine at a concentration of 0.8 - 1.2 ppm. This mixture of ammonia and chlorine enhances the shelf life of Jibu products to 6 months.

The Jibu Filtration Process



This is a microscopic photo of various viruses and bacteria being blocked by the Ultrafilter. As you can see, the small black pores in the background are preventing these organisms from passing. Only H₂O and dissolved ions are capable of passing the pores.

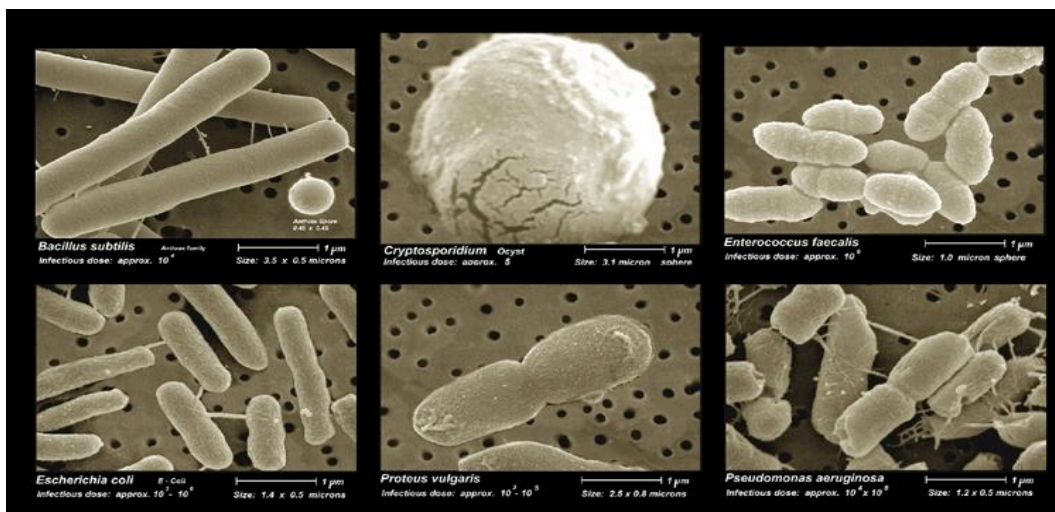
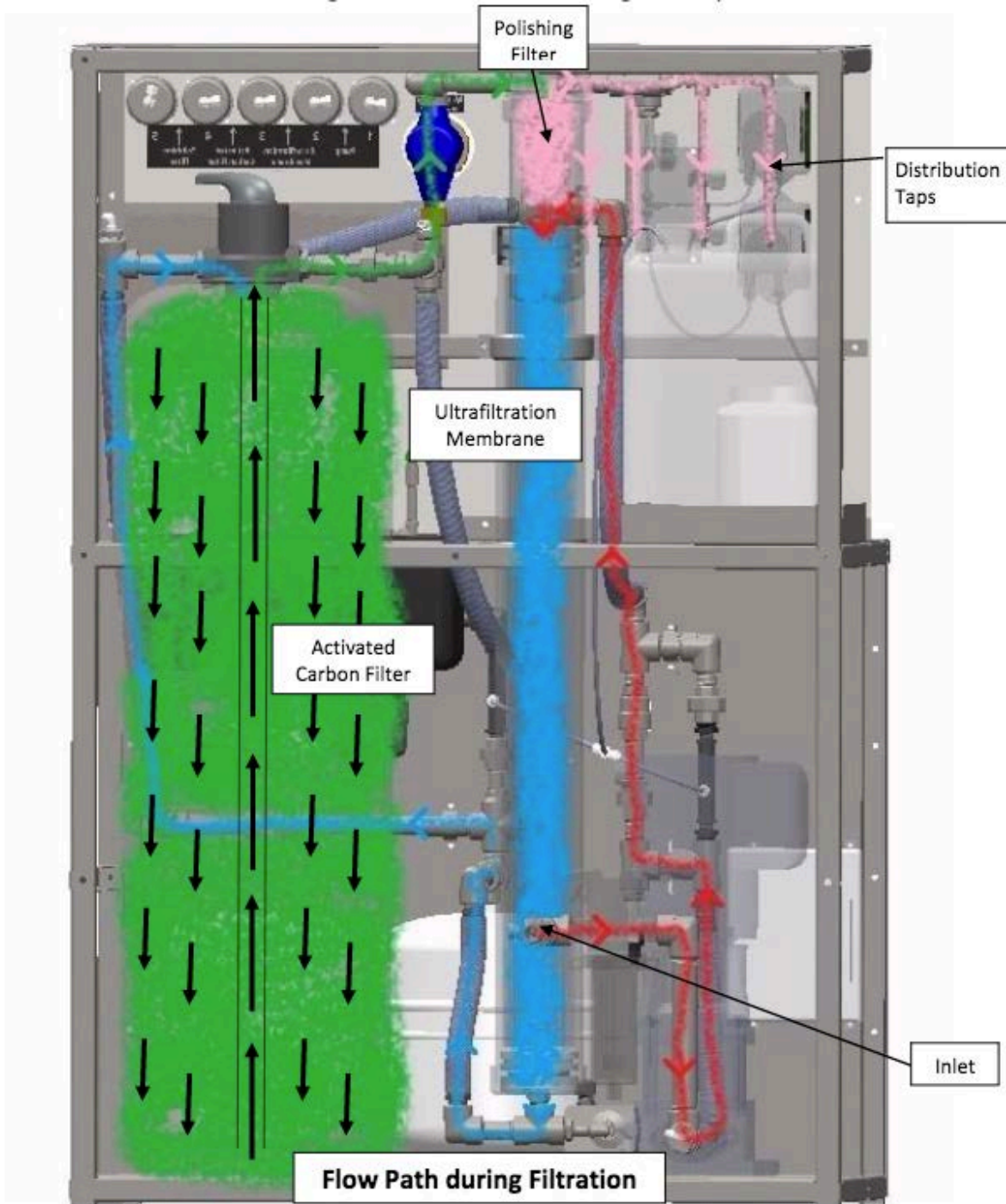


Diagram of the Filtration Process

This diagram helps you visualize the flow of water through the filtration machine. Follow the flow of water from its entrance at the inlet:

1. Red: Pump and Prefilter
2. Blue: Ultrafilter
3. Green: Activated Carbon Filter
4. Pink: Polishing Filter



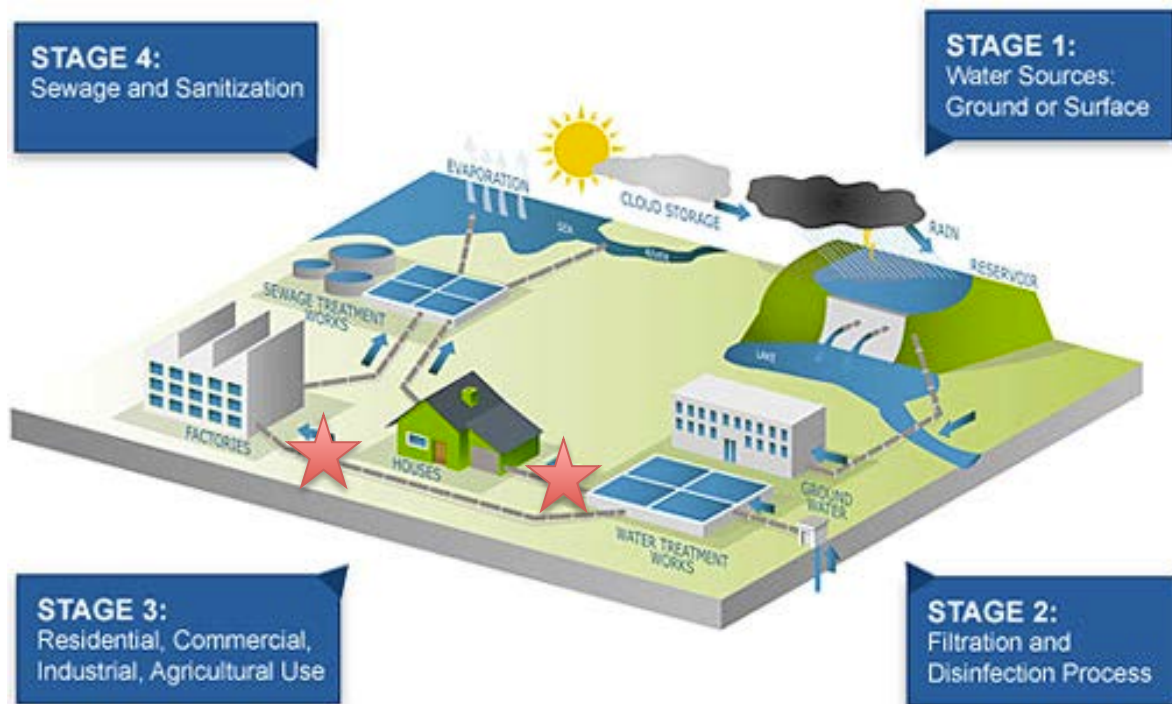
Water Education: Understanding Public Water and Boiling

Why is this important?

In order to educate your community on the way water systems work and why boiling is dangerous you must be knowledgeable on this topic. This section will provide you with facts and diagrams you can use to explain how water becomes polluted and why boiling is dangerous and costly.

The Water Cycle

Water is constantly moving and changing, powered by the sun. Water molecules are constantly interacting other chemicals and organisms. These factors are both naturally occurring and artificially produced by humans. Some of these chemicals and organisms can be good for us such as minerals, which our body uses for its internal processes. Others are bad, such as bacteria that cause disease and death. Below is a diagram of the water cycle and how humans are part of it:



Note: Red stars on this map symbolize primary locations of where pollution occurs.

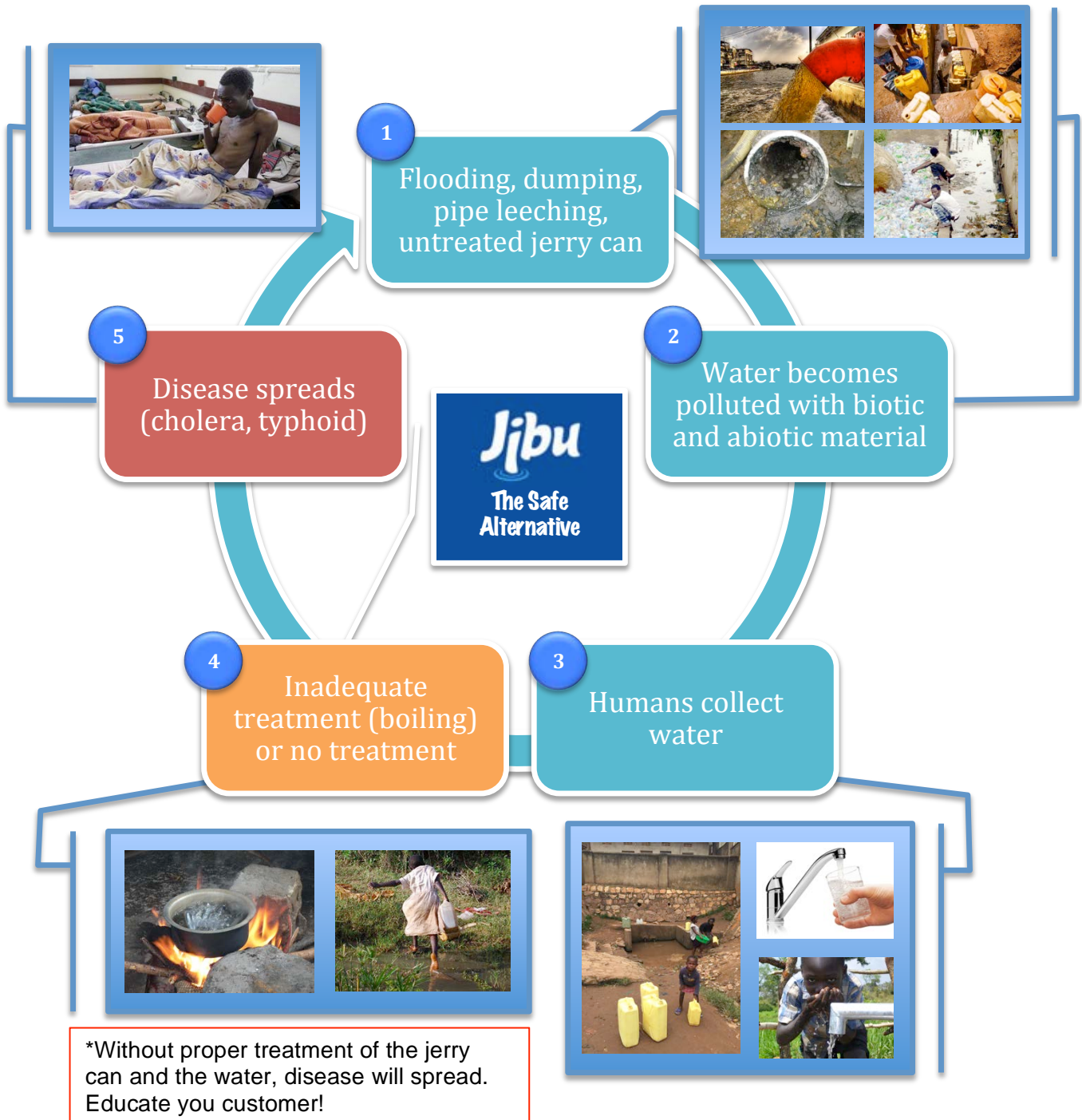
Steps in the Water Cycle

- Stage 1:** Water begins in the Earth's natural storage mechanism. Whether it's a lake or a river, all water is stored by gravity in a large area. This is where humans acquire their water for filtration at a large plant.
- Stage 2:** From its natural storage areas, water is pumped to large filtration plants where they are filtered and sanitizing on a large scale. After treatment, water is pumped into a complex network of pipes that are sent throughout your city.
- Stage 3:** Water is pumped to end users at homes or at local collection sites. Sources of pollution are discussed in the next section. ★
- Stage 4:** After water is used for drinking, industrial processes or residential appliances it returns to a wastewater treatment facility before being discharged.

Sanitation and Water:

Water can become polluted at a number of different points throughout its journey to consumption. The primary ways water becomes contaminated are **while traveling to its user and at the collection source**. Although originally filtered at a lake or stream, sanitation is not preserved throughout its journey. This is the cycle of how water becomes unsafe for human consumption:

The Cycle of Water-Borne Disease

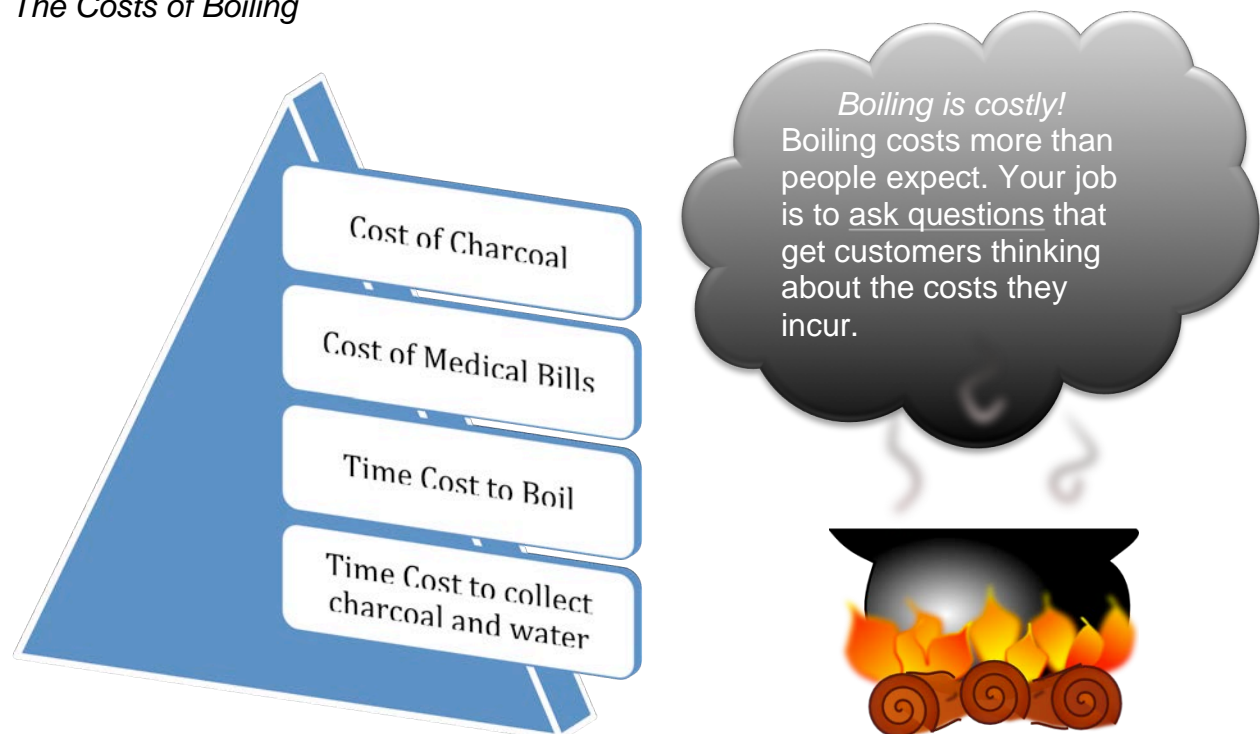


Boiling Water: An Inadequate Solution

Educating your potential customer on the dangers of boiling is critical to helping them switch to Jibu water. Many people do not understand the costs and dangers of boiling and lack proper education on sanitation. Your job is to discuss their current practices by asking questions and creating a dialogue. When addressing a potential customer about their boiling practice, educate them in an understanding way. Use these reasons why boiling is unsafe as a tool to educate your community members:

1. **Temperature:** The temperature of your boiled **water must reach 100 degrees Celsius to kill most bacteria!** The industry standard for boiling sanitation is 121 degrees Celsius, which can only be achieved by using machines. Most users do not track how hot their water is, or may not even do the boiling themselves.
2. **Abiotic chemicals:** Though effective boiling may kill bacteria and other microscopic organisms, it fails to remove dirt and dangerous chemicals that may lead to health problems. Chemicals like heavy metals, mercury, and arsenic (to name a few!) can enter water systems and lead to negative health impacts over time.
3. **Contaminated container:** Containers in which water is transferred to after boiling are not guaranteed to be sanitary, therefore regardless of boiling time and temperature, the water will still be contaminated in the end.

The Costs of Boiling



Ask your customer these questions when talking about their current water practices:

1. Where do you get your water?
2. Is your collection container sanitized and safe?
3. How much do you pay for charcoal?
4. Do you know what temperature your water must be to ensure it's safe?
5. Who boils your water?
6. How do you know your water has reached 100 degrees Celsius and is safe to drink?



Traditional Bottled Water

Expensive and Inaccessible

Unlike Jibu, traditional bottled water companies distribute mineral water. Mineral water is produced using **reverse osmosis**, which removes all chemicals and bacteria inside of the water and then chemicals are re-added into the water in controlled amounts. This distribution and packaging model is expensive and affordable to only the upper class on a daily basis. As a result most people see bottled water as a luxury, some even believe it has healing properties, which is false.

Example Brands:



*Why is traditional bottled water **not** a direct competitor?:*

These companies are not focused on reaching lower classes because they do not need to, for them there is a large enough demand from their current target market to meet their financial needs. Jibu is not a direct competitor because it has a different target market; Jibu is here for the majority of the population, not the upper class.



Your Target Market Is Middle and Lower Class Homeowners!



Part 2: The Selling Process



Applying your knowledge to grow your franchise!

As a Jibu Sales Agent you are part of a team. Sales Agents get their customers excited about Jibu, educate them about the how Jibu can improve their lives, and ultimately sell Jibu water to help their community and their team. To be able to effectively sell it's important to first understand how the selling process works and how to treat new and loyal customers.

This section of the guide will show you how to engage your community with the knowledge of your marketplace, Jibu's operations, boiling, and sanitary water.

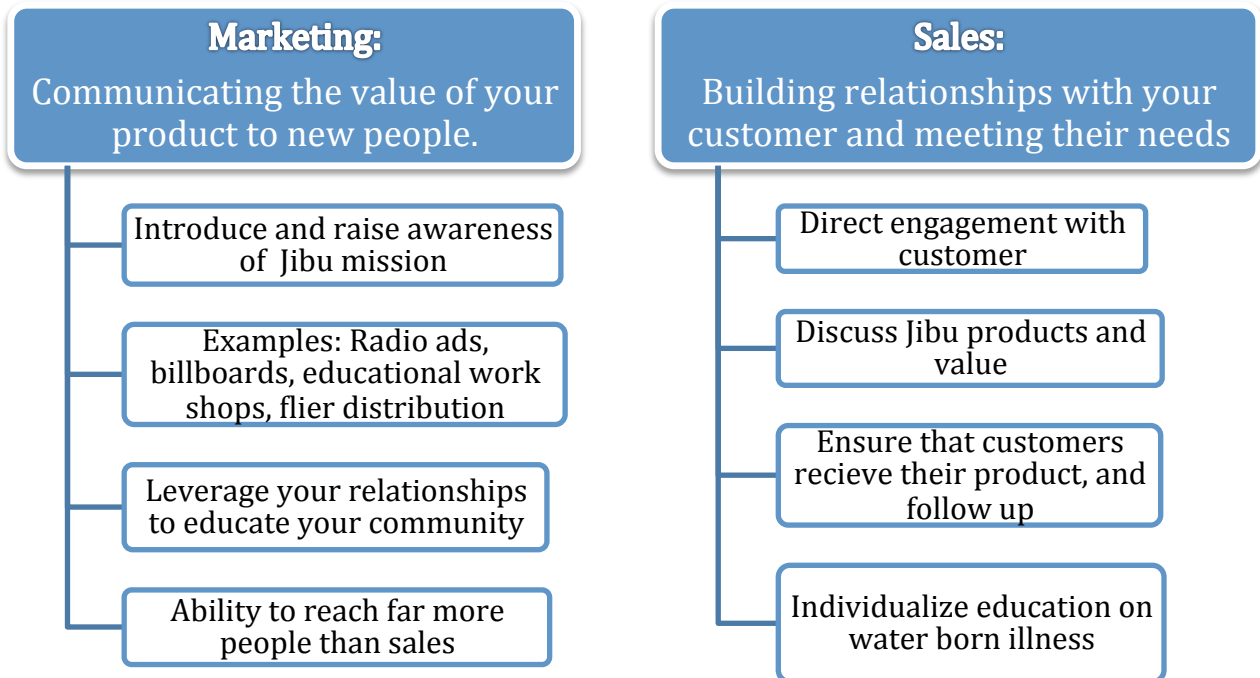




Marketing vs Sales:

Sales and Marketing Work Together

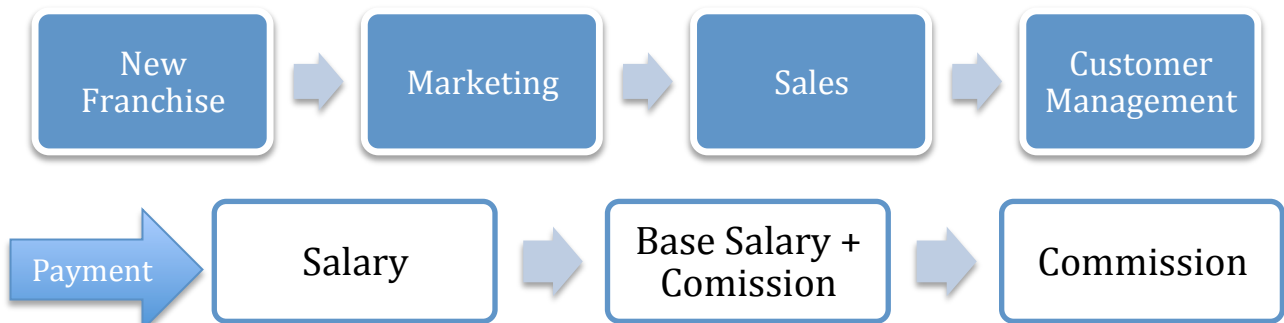
Marketing and Sales are **2 different** parts of developing and growing your Jibu franchise, so it is important to understand how they are different. While they serve different functions, they should be working together to promote Jibu and obtain new customers. As a Sales Agent you will perform both the duties of marketing and sales. At times you will perform both functions at simultaneously, and you must be skilled in both elements. So what are they?:



How do Sales and Marketing change at my franchise over time?

At the birth of your franchise, Jibu will be entering a new marketplace. No one will have heard of Jibu and spreading the name/gaining your community's trust will be most important. At this point marketing will be the best way to reach people. Over time as people learn more about Jibu and become comfortable with Jibu products you will start shifting toward a more sales heavy approach, more water will be sold door to door and eventually you will have a large base of committed customers to manage.

The Evolution of Marketing and Sales at **Jibu** Franchises



Marketing Strategies

How should I engage my community through marketing?

So you are ready to engage your community, but you are not sure how, you've come to the right place! Draw on the creativity and strengths of your team to reach out to your local community in a meaningful way. Remember, Jibu Corporate's focus is on the larger level marketing such as billboards, Internet, TV, and newspaper ads. While this shouldn't stop you from creative thinking remember to focus on your local community! Consider these questions when coming up with your own ideas:





Here are some ideas to get you started!

- 1. Flier Distribution (Door to Door Marketing):** Spread the word about Jibu by going door-to-door and distributing fliers, talking to people, and getting the word out. Get the word out fast!
- 2. Community Event Sponsorship:** Sponsor another persons corporate or community event with Jibu water! Arrange to sell them the water at a lower price in exchange for a bulk order and a large amount of community visibility.
- 3. Host a Community Event:** With this approach a franchise could either host functions using the extra space they have on site or host an event they created. Discuss the dangers of boiling; how Jibu machines operate and basically have an open house to show people how Jibu works. This is a good way to answer customer questions and educate.
- 4. Communication Campaign:** Use Facebook, Twitter, What's App whatever to reach out to your customers! Tell them about product updates, current promotions and deals of the day. Sales Agents will collect a large amount of numbers and reaching out to these people is just a text or call away.
- 5. Jibu T-Shirts and Gear for Committed Customers:** Reward customers with different gear items for purchasing a certain number of Jibu products. This will ensure continued commitment, build a stronger relationship, and display your logo throughout the community!
- 6. Transport Branding:** Speak with local motorcycle or taxi drivers. Give them a free sticker to put on their vehicle to display the Jibu logo wherever they travel. Or negotiate a longer-term branding contract and get a painted decal on their vehicle.
- 7. Restaurant Item Sponsorship:** Agree to purchase items such as placemats or aprons for a local restaurant in exchange for having the Jibu logo on those items.

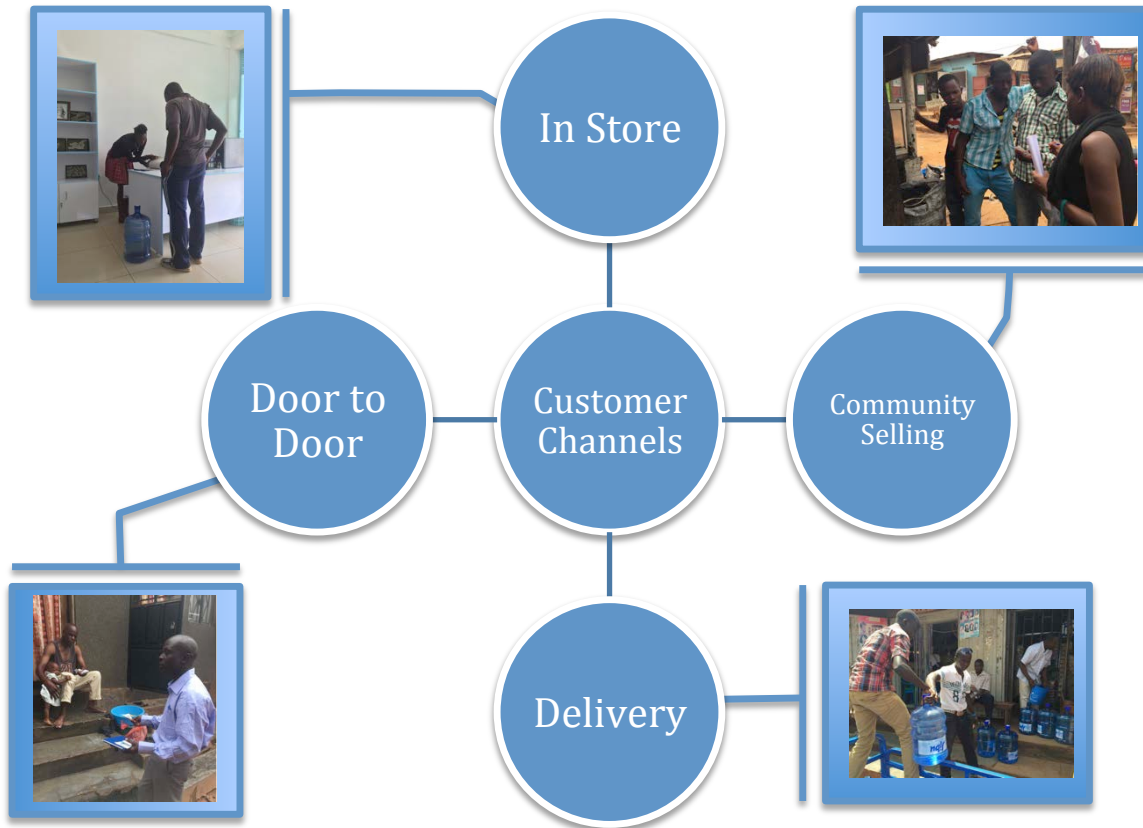




Sales Channels

How will your store interact with new and existing customers?

Sales is the process of building relationships with your customer to understand and meet their needs. Channels are where Jibu interacts with customers and provides products and services. This chart below shows the 4 main channels:



In-store sales

Whenever a potential customer enters the store be sure to rise from your position and welcome them to Jibu. Make sure that the storefront is clean and inviting to all customers. If the customer has not tried Jibu before, offer them a sample. After ask them if they have any questions regarding the process, products, and pricing.

Community Selling

After establishing a relationship with a community group or leader, see how you can help their organization grow with Jibu water. Come to one of their meetings and sell Jibu water, have them endorse Jibu water, or use them to reach out to other contacts...

Door to door Sales

Door to door sales should be executed both during and after the process of door-to-door marketing. The main difference between these two activities is that you should transition from educating and raising awareness about Jibu into trying making a sale.

Delivery

Consistent and timely delivery reflects well on your store and yourself. Customers who request delivery are consistent and will provide a steady source of revenue for your franchise.



Types of Jibu Customers:

Customer segments

Who are Jibu Customers? The following customer segments are all potential customers of Jibu. Due to their differences in income, needs and profession all these customer have different reasons and wants when purchasing water. Below we have provided with the most common concern concerning each of these customer segments:



Homes (Primary Customers)

Most homes will have a family living in them. Be sure to discuss the importance of safe water for the health of the parent's children. Also discuss the negative effects indoor burning of charcoal will cause

Businesses

Many business owners/clerks will have an existing 18.9L dispenser. Be sure to ask how much they are currently paying for weekly delivery of water and show them how much more affordable Jibu is! Less money spent on water is money saved.

Organizations

Medical clinics, schools, and more. Many institutions provide drinking water to their clients/students. Healthy students mean less class missed! Be sure to explain how important safe drinking water is for their client's well being. Jibu water also saves them time, no more boiling.

Supermarket/Retailers

Supermarkets are the lowest priority of customers, but having your product on their shelves will increase visibility of the Jibu brand. When speaking with the owners, explain that customers love Jibu water therefore it will move relatively quickly and benefit both parties.



Your Sales Kit

How will my Sales Kit help me in the field?

Your appearance and your tools are critical to ensuring that your customer interaction is building trust and strengthening your relationship with your local community. Being prepared and organized will reflect well on your store and team!



Button Down

Backpack/Bag



Professional Appearance

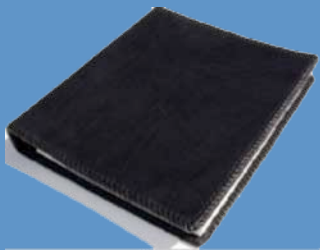


Sample Bottles

Fliers



Notebook



Receipt Book



Tools

Cash for Change



Pen

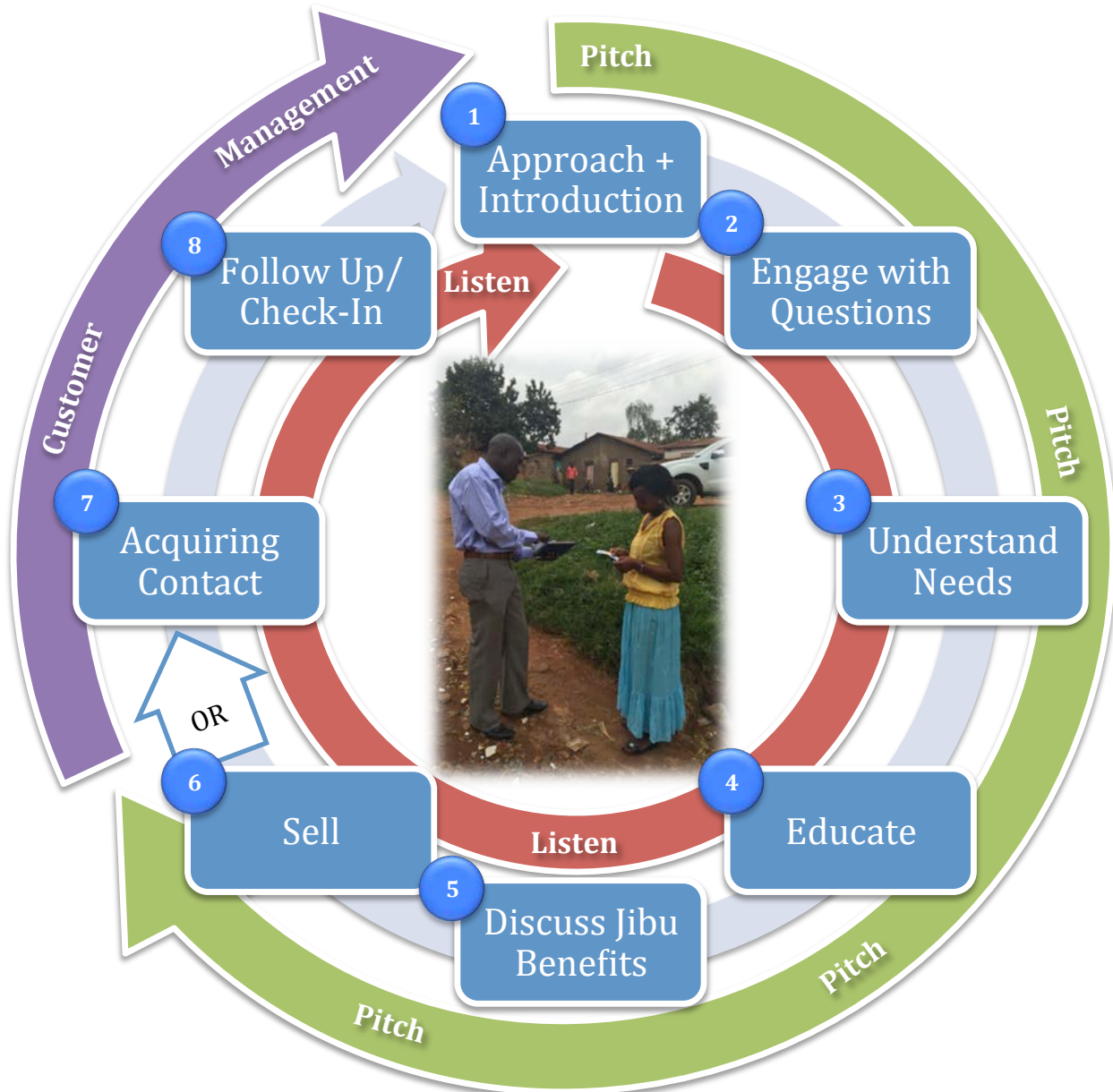




Engaging Customers in the Field:

The Sales Cycle

The Jibu Sales Cycle address the main elements involved in conducting door-to-door sales. Be sure to touch on each blue section throughout.



Listen, Pitch, Manage

Your pitch is the process leading up to convincing your customer. Be sure to always listen throughout your interaction, let them do the talking. Follow up, reach out, thank or solve a problem.

Pitch: Explained

1

Approach / Intro

- First impressions are most important. Make sure you look professional!
- Be sure to introduce who you are, where Jibu is, why you want to speak with them and for how long.

Body Language

Calm, Confident with a Smile

The 5 Ws

Who, What, Where, When, Why

Appearance

Building Trust with your Sales Kit

2

Engage with Questions

- Start a conversation, don't just tell them Jibu water is cheap and list the prices. Ask questions!
- Asking your customer questions is critical to get them to understand why they **need** Jibu.

Create a Dialogue

Where do you get your water?
How much do you pay for charcoal?
Do you have children?
How much time do you spend boiling per week?

Listen

What do they need?

Build Trust

Ask questions that show you care

3

Understand Needs

- The customer most likely has the same issues with safe water as you do, relate with them given your prior experineces
- Understand their specific needs, and tailor your reponse to their challenges.

Show Compassion

Empathize with customer problems

Discover Challenges

Who, What, Where, When, Why

Reflect

What do they care about most?

4

Educate

- Walk them through the math of the costs of alternatives and paint a convincing picture why buying Jibu is a must.

The Costs of Boiling

Walk them through all the costs (pg 19)

Dirty Containers are Unsafe

What do they need?

Explain

Educate them on the reasons Jibu is in operation.

5

Discuss Jibu Benefits

- Given the potential customers response regarding their challenges, explain how Jibu fits into their life as a reliable solution

Recall

Use responses gathered in your first interaction to convey how Jibu fits in.

Examples

Provide examples of previous customers experience.

Inquire

What do they care about most?

6

Sell

- Using all the information gathered up until this point, convert potential customers interest into a sale.

Products

Use your product chart to show them the different products Jibu offers.

Sample

Offer the customer a sample of the product if they have not already tried it before?

Encourage

Encourage the potential customer to try our wide array of products.

7

Acquire Contact

- Record essential information on the customer for future interactions and sales

Organization

Be sure to have your Sales Kit.

Important Information

Record the customers phone number, address, and name.

Leverage

Ask if they have any friends or family who would be interested in Jibu water.

8

Follow Up/Check in

- After a couple weeks reestablish contact with customers to learn about their satisfaction

In Person

Pay a visit to their locations to follow up on their previous interest.

Telephone

Use number gathered in the previous step.

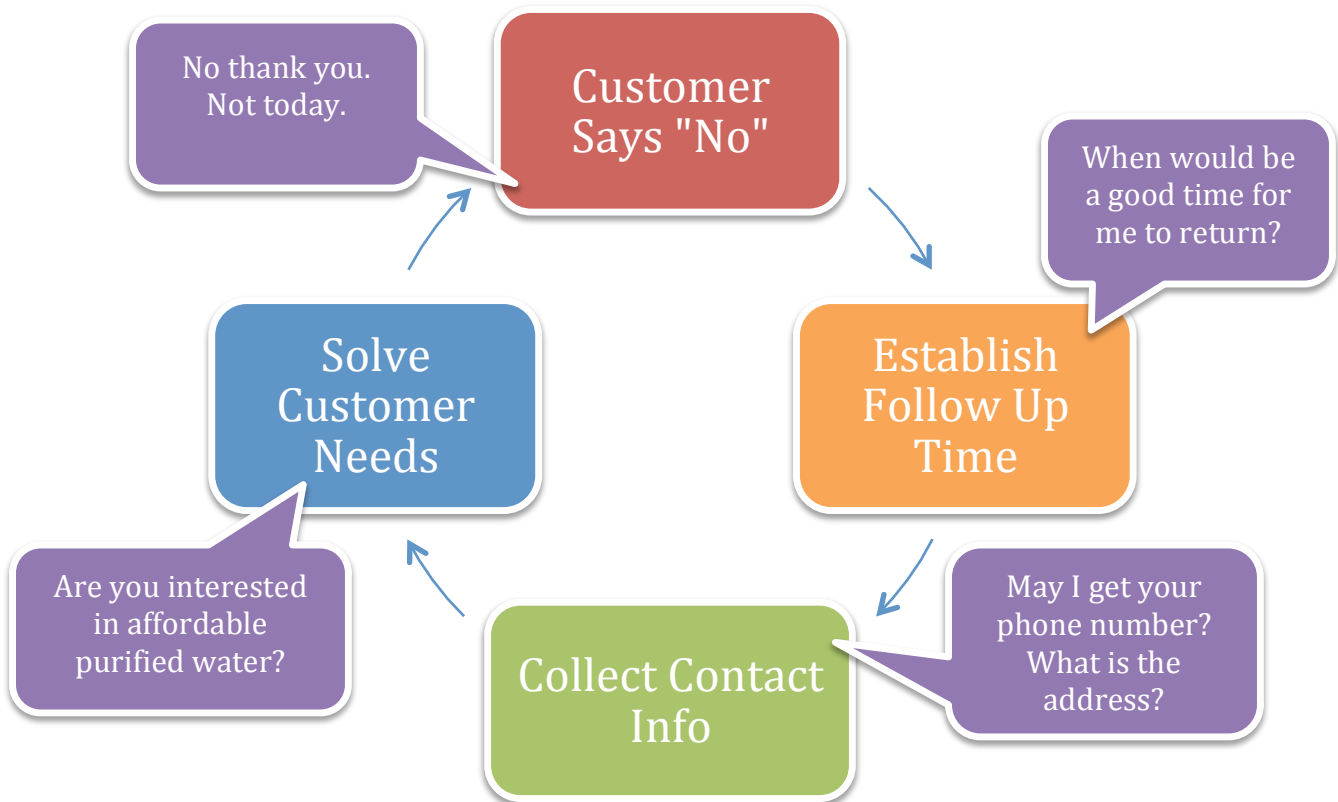
Check In

Be sure to check if there are any other needs they need met.

Customer Management

Customer Rejection

As you reach out to new clients and get to know the customers in your community you will have a lot of information to keep track of, make sure you write it all down! If a customer says they are “not interested” or “no,” establish a time to follow up:



Follow Up Time

When you commit to following up with a customer, make sure you follow through. When you call or return in person, make sure you remind them who you are and reopen the conversation by asking how Jibu can help them.

Collecting Contact Info & Return

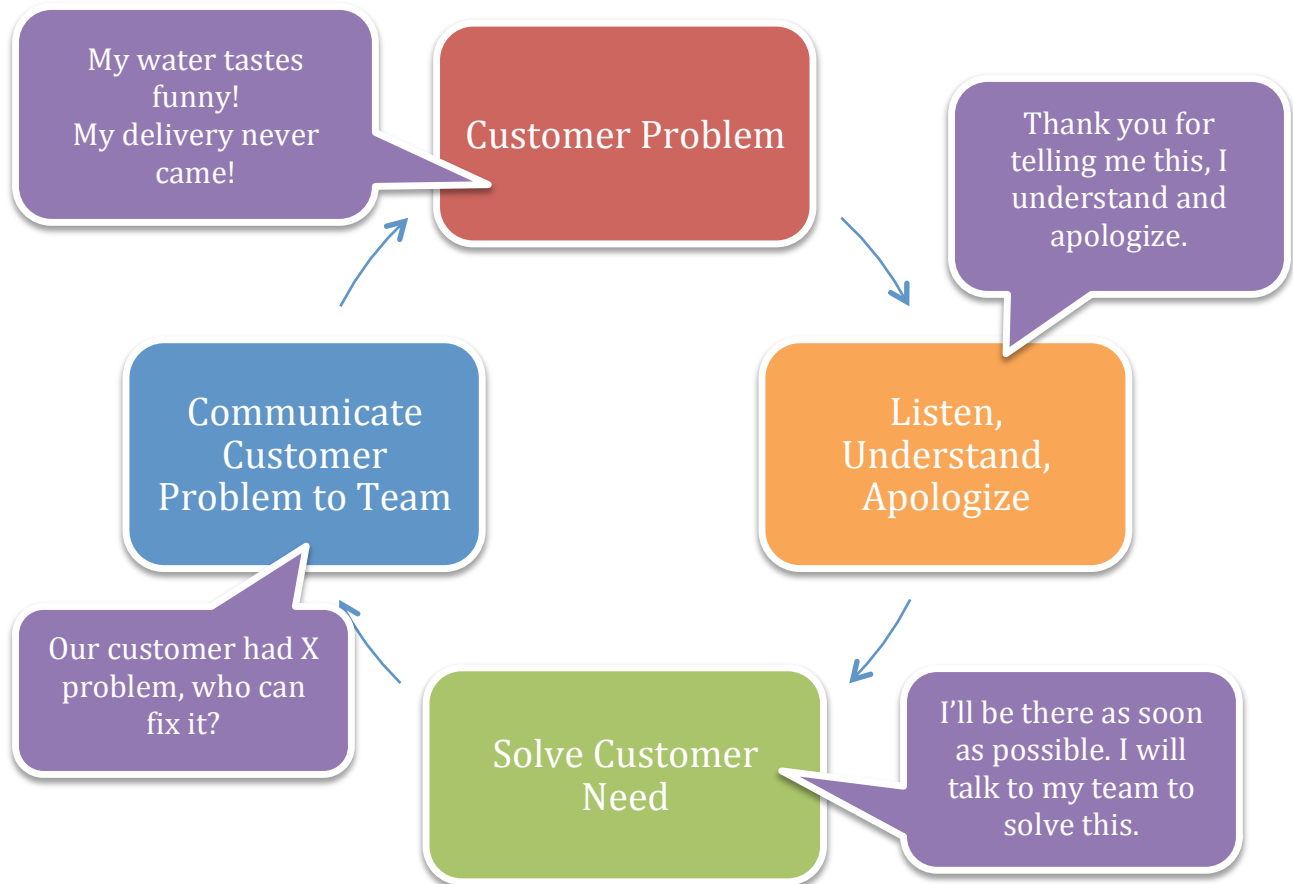
Always be polite when gathering contact information. As you gather more and more clients being organized will save time and energy. If you fail to collect customer contact you may forget who you’ve talked to and where you’ve been. Use your notebook to keep track of customers with the structure below:

Name and Title	Phone Number	Address	Date Visited	Followed Up?	Notes
Ronald	03894543789	Malaika Building	July 13th	1. No	No office phone
Gloria	02234677433	905 Old Kira Road	July 15th	1. Yes	Come back on Wednesday



Problem management

If a customer has a problem follow this chart to properly address it. Your reaction will be determined by the specific complaint, but some options would be to put them in contact with the store manager/Jibu Corporate:



Customer Problem

Customer problems come in all shapes and sizes. Be sure to act quickly and if you are unable to solve the problem think about who you will need to contact.

Listen, Understand, Apologize

Let your customer explain their challenge, don't tell them they are wrong or get angry. Take the time to fully understand their perspective and be sure to apologize.

Solve Customer Need

If the challenge must be addressed in person, be sure to go as soon as possible. Major challenges like illness from contaminated Jibu water or an accident should be reported to your manager immediately.

Communicate with Team

Ensure you speak with your team about customer problems, through mutual understanding you will be able to prevent future problems where possible.

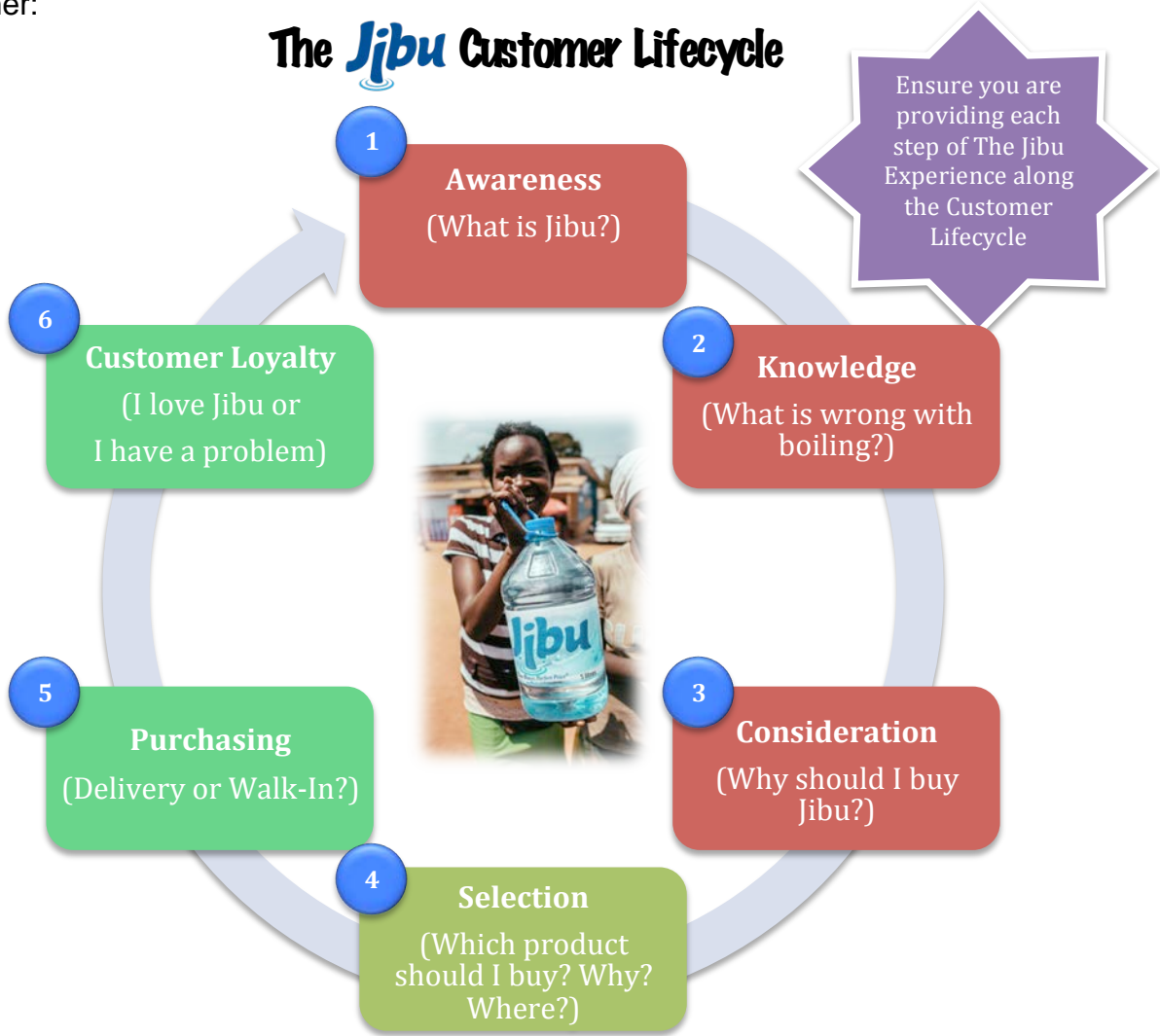


How do I use my Knowledge?

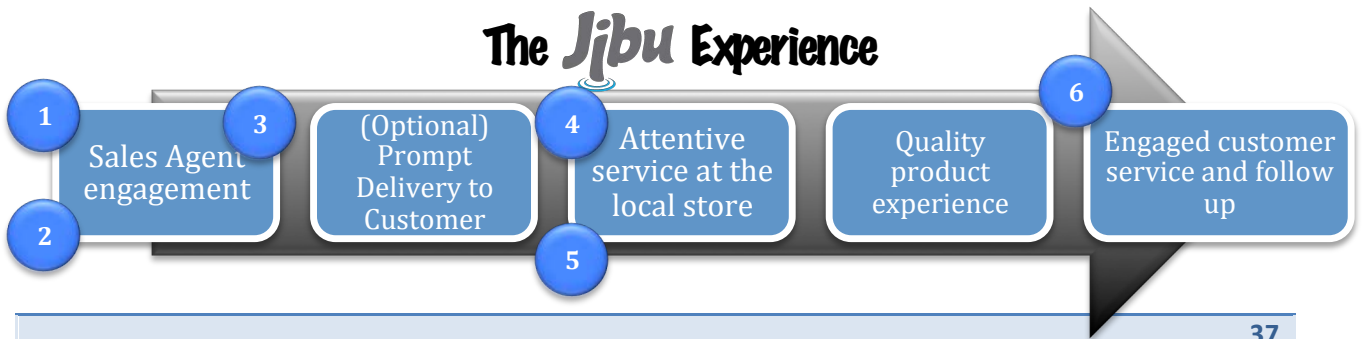
Time to put this knowledge to use!

Lets revisit *The Jibu Experience* from page 10. With your Sales Agent training and the information from the previous pages of this guide you are being equipped with knowledge that will both improve the health and well being of your community and your ability to sell Jibu water. **The Customer Lifecycle shows the progression of a customer’s knowledge and actions as they consider purchasing a Jibu product.** Let’s examine *The Customer Lifecycle* and *The Jibu Experience* to see how they fit together:

The Jibu Customer Lifecycle



The Jibu Experience



The Do's and Don'ts of Sales

Keep these in mind when selling in your community

These are a few tips to remember when you are speaking to customers, good customer service reflects well on your community and new customers.

Don't

- Plead with your customer to buy Jibu water.
- Instead, wish them that they will eventually change their mind and focus on speaking to more people.



Don't

- Answer a phone call while speaking to a customer
- Instead, wait until you have completed speaking and then call back.



Don't

- Do not say information that is false
- Instead, if you do not know the answer to a customer's question consult you guide or call your manager.



Do

- Educate and Engage



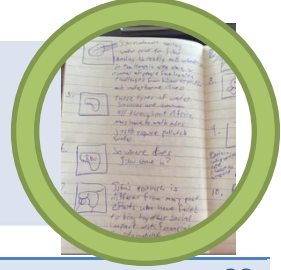
Do

- Sell to the target market



Do

- Stay organized and follow up





Frequently Asked Questions (FAQs)

Learn these questions and remember them!

As you engage your customers they will often have questions about Jibu and the way your franchise operates. Be prepared to answer these questions and if you can't remember the answer, consult your guide!

How do I know Jibu water is safe?

- Jibu water is **<government board certified>** and filtered three times using Ultra filtration technology from the US.

How are Jibu prices so cheap?

- **Direct** sales to the consumer (no mark up)
- Containers are **reusable** (customers only pay for the plastic once)
- **No distribution** cost (customers pick up in store or pay small delivery fee)

What type of water is Jibu ?

- Jibu filters **national water** using a five step filtration process. It is **NOT mineral water** with added chemicals.

Will you provide a hot/cold dispenser?

- Jibu has partnered with a company that will provide a dispenser. You can either purchase the dispenser upfront or pay using installments.

Can I have a free sample?

- If you are carrying water samples with you, **provide** your customer with a sample. If not, tell them to come by the store.



FAQs: Continued

Why should I switch from boiled water?

- Risky to your health, and costly if you must pay for medical bills
- Charcoal is expensive
- The time you spend boiling is time you could be spending doing other things

How long do I need to boil my water?

- It must be boiled to 100 degrees Celsius.
- Without testing proper filtration it is impossible to know if all of the bacteria and viruses have been killed.
- Some bacteria do not die at 100 degrees!

Can I have Jibu water delivered?

- Yes! While we prefer you pick up your water from the store (it's cheaper!) we do deliver for <delivery cost at your store>

I can't buy today, when will you be back?

- I understand, that is ok, can I get your name and phone number so I can follow up?
- When would be a good day to call?

Where is Jibu located?

- Be sure you know a familiar landmark near your Jibu store and direct them!



Jibu Sales Agent Expectations

Consistency in Appearance (Sales Agent Kit: Pg 30)

All Sales Agents should be consistent in their appearance regardless of franchise, city, or country. Professional consistency builds trust in your store as well as your team.

Consistency in Customer Treatment

All community members deserve clean, affordable water and should be treated equally regardless of race, sex, gender, sexuality, and nationality. Discrimination of any kind is unacceptable.

Product Consistency

All customers pay the same price regardless of size/quantity of order. Friends and family must pay the same price as Jibu customers, while other customers should not be charged above the standard Jibu price.

Sales Territories

When out in the field you must observe and respect other franchises sales territories (zones). If you find a client that happens to be outside of your zone, you must consult with upper management and neighboring franchises. Always remember that franchises are not meant to compete against one another, you are part of a larger team.

Dispensers

If a customer wants to purchase a dispenser for their 18.9 L containers they must pay for the dispenser in full price. This can be paid at the beginning or in installments over time. Speak to your manager about your store's policy.

Customer Credit

Jibu should avoid giving water to customers on credit for in doing so, it becomes much harder for a franchise and corporate to track financials. Once a client buys a product on credit it becomes difficult and expensive to track them down for payments, putting the franchisee at risk.

Receipts

All customers must be given a receipt for their purchase. This is important to not only track who has purchased bottles and returned them, but also presents Jibu as a more established brand.

Free Samples

Each store will have their own preference in handling free samples. As a wise man once told me, "African eyes are in their hands." In short, providing potential new customers with a chance to taste Jibu water and believe its quality will be more likely to buy.



Change in Your Community Begins with You.



Be the Change.