The Religion of Sales!

ABSTRACT

Rural Marketing tows a seasonal demand capped by vagaries of monsoon. This makes it very challenging and best results are obtained only with an annual plan that works for 12 months to produce results in 6 months.

Sanjay Singh

Annual Sales Planning for Rural Markets

# Know Your Market

1. **Summary of acres of cultivation , crop wise, district wise leading to Market Share Assessment**

| Season | District | Crop1 Acres | Crop2 Acres | Crop"n" Acres | Total Acres | Customers Acres | %age Market Share | Remarks |
|--------|----------|-------------|-------------|---------------|-------------|-----------------|-------------------|---------|
| Kharif | A | | | | | | | |
| | B | | | | | | | |
| | C | | | | | | | |
| | … | | | | | | | |
| | N | | | | | | | |
| Rabi | A | | | | | | | |
| | B | | | | | | | |
| | C | | | | | | | |
| | … | | | | | | | |
| | N | | | | | | | |
| Total | | | | | | | | |

2. **District wise competition Analysis leading to Market Penetration Analysis**

| Season | District | Total Market Potential Tons | Comp 1 Tons | Comp 2 Tons | Comp N Tons | Our own Tons | Total Tons | Market Penetration %age |
|--------|----------|------------------------------|-------------|-------------|-------------|--------------|------------|--------------------------|
| Kharif | A | | | | | | | |
| | B | | | | | | | |
| | C | | | | | | | |
| | … | | | | | | | |
| | N | | | | | | | |
| Rabi | A | | | | | | | |
| | B | | | | | | | |
| | C | | | | | | | |
| | … | | | | | | | |
| | N | | | | | | | |
| Total | | | | | | | | |

# Know Your Farmer

KYC

### 1. ABC Classification of Farmers, District wise

| S.No. | District | No of Farmers >25 acres | No of Farmers 10 – 25 acres | No of Farmers < 10 acres | Total no of Farmers |
|-------|----------|-------------------------|-----------------------------|--------------------------|---------------------|
|       |          |                         |                             |                          |                     |
|       |          |                         |                             |                          |                     |
|       |          |                         |                             |                          |                     |
|       |          |                         |                             |                          |                     |
|       |          |                         |                             |                          |                     |
|       |          |                         |                             |                          |                     |

### 2. Regression Analysis of usage by Farmers, District wise leading to consumption pattern in the past

| Season | District | Prod1 Acres | Prod 2 Acres | Prod"n" Acres | Total Acres | Customers Acres | %age Market Share. |
|--------|----------|-------------|--------------|----------------|-------------|-----------------|--------------------|
| Kharif | A        |             |              |                |             |                 |                    |
|        | B        |             |              |                |             |                 |                    |
|        | C        |             |              |                |             |                 |                    |
|        | …        |             |              |                |             |                 |                    |
|        | N        |             |              |                |             |                 |                    |
| Rabi   | A        |             |              |                |             |                 |                    |
|        | B        |             |              |                |             |                 |                    |
|        | C        |             |              |                |             |                 |                    |
|        | …        |             |              |                |             |                 |                    |
|        | N        |             |              |                |             |                 |                    |
| Total  |          |             |              |                |             |                 |                    |

Prod = Product options (e.g. Insecticide, Fertilisers, Seeds etc)
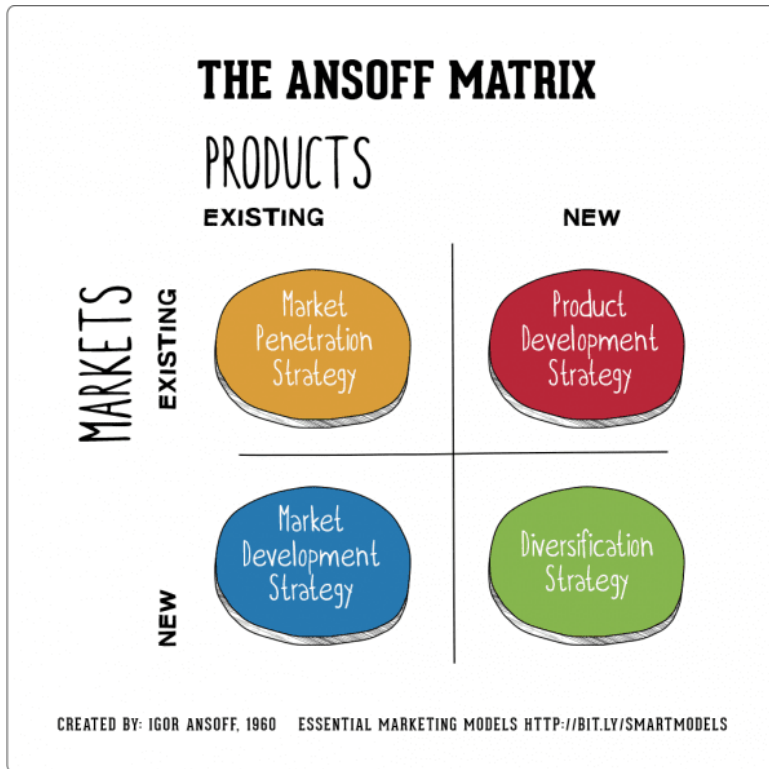
# Know your Focus

BCG Growth Matrix



| S.No. | Product(s) | Market Share | Market Growth | Status | Plan of Action |
|-------|------------|--------------|---------------|--------|----------------|
| 1 | Category 1 | | | | |
| A | Product 1 | | | | |
| B | Product N | | | | |
| 2 | Category 2 | | | | |
| A | Product 1 | | | | |
| B | Product N | | | | |
| M | Category M | | | | |
| A | Product 1 | | | | |
| B | Product N | | | | |

Plan of Action :

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

# Know Your Strategy

Ansoff Matrix



THE ANSOFF MATRIX

PRODUCTS

MARKETS

| EXISTING | NEW |
| --- | --- |
| Market Penetration Strategy (EXISTING) | Product Development Strategy |
| Market Development Strategy (NEW) | Diversification Strategy |

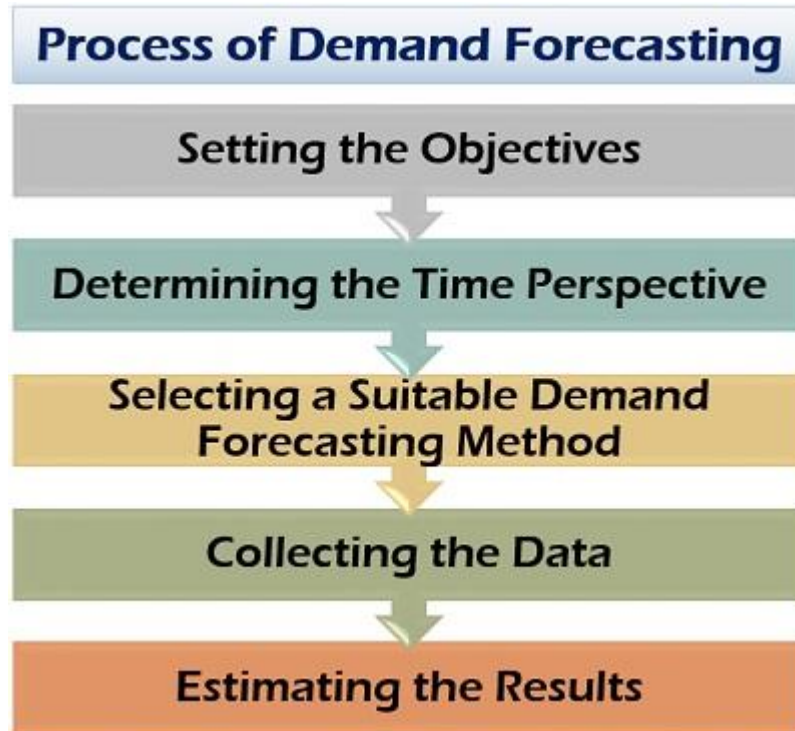CREATED BY: IGOR ANSOFF, 1960   ESSENTIAL MARKETING MODELS HTTP://BIT.LY/SMARTMODELS

| S.No. | Market Penetration No of districts | Market Development No of districts | Product Development No of districts | Diversification Strategy No of districts | Total No of districts |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| Elements | More Customer Per Acre (MCPA) – New Acquisition, Reference Selling, Cross Selling  More Salespoint Per Acre (MSPA)  More Touchpoint Per Acre (MTPA) | More Activity Per Acre (MAPA)  Incremental Customers percentage (%age) | Unfulfilled Needs of Farmer Analysis  Product Failure Analysis  New Product Launches | New Category Launches  New Market Segment Launches |  |

# Demand Forecasting & Target Setting

## Process of Demand Forecasting

Setting the Objectives

Determining the Time Perspective

Selecting a Suitable Demand Forecasting Method

Collecting the Data

Estimating the Results

| S.No | District | Hit Ratio | Period | Days | Target | MNOC | Actual Forecast | Gap Analysis |
|------|----------|-----------|--------|------|--------|------|-----------------|--------------|
| 1 | A | 5:1 | Quarter 1 | 90 | X | 5X/90 | Y | Y – (5x/90) |
| 2 | B | 10:1 | Quarter 1 | 90 | X | 10X/90 | Y | Y – (10x/90) |
| 3 | C | 20:1 | Quarter 1 | 90 | X | 20X/90 | Y | Y – (20x/90) |
| 4 | D | | | | | | | |
| 5 | M | | | | | | | |
| Total | | | | | | | | |

1. What is the MNOC/day of your salesperson?
2. What is the total guesstimate no of new farmers that your sales team meets everyday?
3. What is the hit ratio of the region?
   (Total no of new farmers to be met to be able to make one customer farmer)
4. What is the salesperson/ sales team potential to achieve per day?

# Monthly Target Setting

Sales is a Journey which takes you to a predetermined destination.

| Month | District / Strategy<br>Dist. Name / Market Development / Market Penetration Strategy | KRA<br>Key Result Area | KPI<br>Key Performance Indicator | Target |
|---|---|---|---|---|
| Jan | | | | |
| Feb | | | | |
| Mar | | | | |
| Apr | No Season | | | |
| May | No Season | | | |
| June | Kharif Season begins | | | |
| July | | | | |
| Aug | | | | |
| Sep | | | | |
| Oct | Rabi  Season begins | | | |
| Nov | | | | |
| Dec | | | | |

Checklist:

| Strategy | KRA | KPI |
|---|---|---|
| Market Penetration | Beats / Routes / Journey Cycle mapping<br><br>Programmed Journey Plan (PJP)<br><br>Daily Sales Reporting<br><br>CRM Updation | MCPA<br>MSPA<br>MTPA |
| Market Development | BTL Activity<br>(Below the Line)<br><br>- Knowledge sharing<br>- Do It Yourself Kits<br>- Do you Know series<br>- Recognise best practices | MAPA<br><br>New customers |