



# UNIT 8: PROMOTION



1. State Your Business in 30 Seconds.
2. Brand Your Business.
3. Put Your Customers First.
4. Keep It Clean & Fresh.
5. Constantly Improve Sales.

## REPORT

Last Week's Promises:

**Business Plan:** I will implement two things to improve my business process.

I will make and use a to-do list.

**Home Quality of Life Plan:** Choose to improve a specific area from your Home Plan.

**Savings:** Save money, even just a coin or two.

**ACT:**

Business Spotlight presentation

REPORT:

<b>COMMITMENTS CHART</b>			
<i>Name</i>	<i>Business</i>	<i>Home</i>	<i>Savings</i>
John C.	yes	yes	yes
Maria T.	no	yes	no
Your Name	?	?	?

DISCUSS:

- What did you learn last week as you kept your promises?
- What problems did you have as you tried to keep your commitments?
- What can we do to help everyone keep weekly promises?



## DISCUSS:

- What suggestions would you give to Violet to improve her sales?
- How could Violet apply the five principles of Promotion to improve sales?

## ACT:

- Keep in mind that at the end of the unit you will implement two ways to promote your business.

## Principle 1

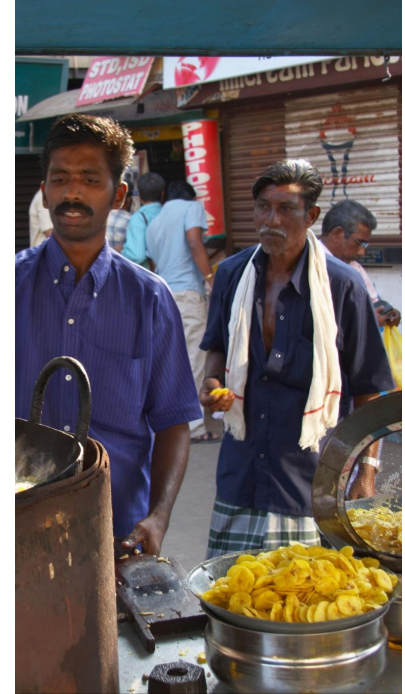
## STATE YOUR BUSINESS IN 30 SECONDS

CODE:

1. State the name of your business.
2. Identify your product or service.
3. Tell why your product or service is better than others.



BAGS BY BERNICE



BANANA DELIGHTS

## Principle 1

## STATE YOUR BUSINESS IN 30 SECONDS

“Hi, I’m Bernice of **1** Bags by Bernice. I specialize in **2** native Ghana bags and dresses. The material I use is made with **3** a special dye that does not run or fade. Each season I feature a unique fabric pattern that I personally design. Everything at Bags by Bernice is made with the highest quality and a smile.”

- 1 State the name of the business**
- 2 Identify the product or service**
- 3 Tell why it is better**



## Principle 1

## STATE YOUR BUSINESS IN 30 SECONDS

“Hi, I’m Kumar. I own a business called Banana Delights. Banana Delights are delicious chips made fresh every day with real bananas. We love making the best banana chips in town and delivering them to your door. Banana Delights banana chips are cooked to perfection and served fresh in a clean, convenient plastic package.”





## Principle 1

## STATE YOUR BUSINESS IN 30 SECONDS

## DISCUSS:

- What is the name of Bernice's business?
- What is Bernice's product?
- What is Kumar's business name?
- What is Kumar's product?
- Why are their products better than their competitors?

## Principle 1

## STATE YOUR BUSINESS IN 30 SECONDS

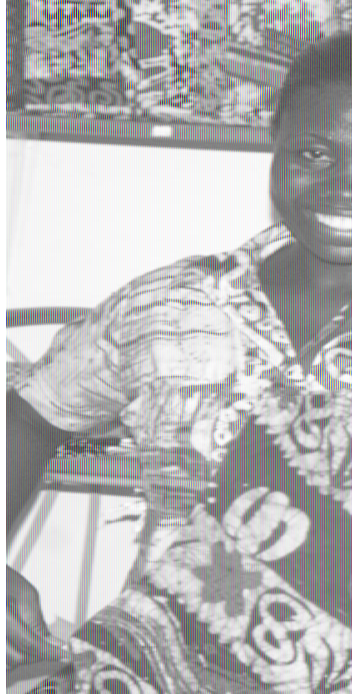
## ACT:

- Using the three key parts, write your own 30-Second Business Statement in your workbook or another notebook.
- Stand in groups of three and share your 30-second statement with each other.
- Listen to each other and give feedback.
- Take a few minutes to consider the feedback you got and rewrite your 30-second business statement.

## Principle 2

## BRAND YOUR BUSINESS

CODE:



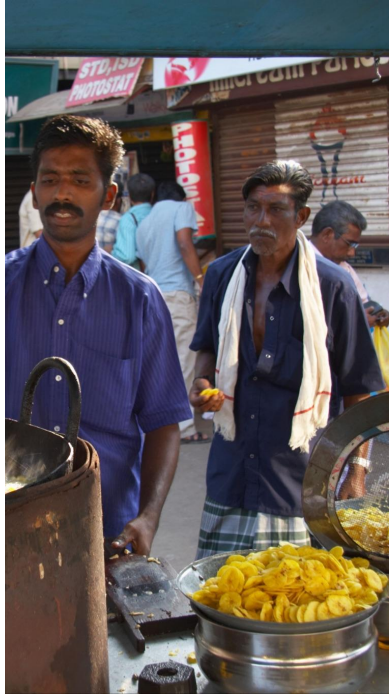
BAGS BY BERNICE

Bernice's Brand:

- Quality Products
- Friendly Service
- New Pattern Choices
- Logo
- Sign
- Business Cards
- Pleasant Display Area

Principle 2  
BRAND YOUR BUSINESS

CODE:



BANANA  
DELIGHTS

Kumar's Brand:

- Taste
- Freshness
- Convenient Delivery

## Principle 2

## BRAND YOUR BUSINESS

DISCUSS:



BANANA  
DELIGHTS

- How would you improve Kumar's brand for Banana Delights?
- Consider drawing or designing the following to improve Kumar's brand:
  - Logo
  - T-Shirt
  - Labels
  - Signs

## Principle 2

## BRAND YOUR BUSINESS

## DISCUSS:

- What is branding?
- How can you brand your company using these ideas we just read?

**WHAT IS YOUR BRAND?**

- Company name
- A smile and friendly greeting
- Colors
- How the telephone is answered
- Banners and uniforms
- Business cards
- All customer interactions

## Principle 2

## BRAND YOUR BUSINESS

## ACT:

- Turn in your workbook to page 27 or go to your notebook.
- Write or draw some branding ideas down and share them with the person next to you.

## Principle 3

## PUT YOUR CUSTOMERS FIRST

CODE:



DISCUSS:

- Why is it important to make customers your first priority?



## Principle 3

## PUT YOUR CUSTOMERS FIRST

## ACT:

- On a board or piece of paper, discuss a list of ways to have positive customer interactions.
- Ask yourself: “What are some ways you can help your customers feel good about you and your business?”

## Principle 3

## PUT YOUR CUSTOMERS FIRST

ACT:

You may want to include:

- Listen to their needs & interests
- Kindness & respect
- Treat as an individual & friend
- Great customer service
- Discounts for regulars
- Offer additional services
- Offer ideas using your product
- Greet your customer

## Principle 3

## PUT YOUR CUSTOMERS FIRST

## ACT:

- Make a list of how you can put the customer first.
- Turn to page 27 in your workbook or in your notebook and write or draw ways to put your customers first.

Principle 4  
KEEP IT CLEAN AND FRESH



## Principle 4

## KEEP IT CLEAN AND FRESH

## DISCUSS:

- Which of the two shops would you buy from?
- Would you pay more to get clothes at the cleaner shop?
- How much more?
- Is your business clean and attractive?

## Principle 4

## KEEP IT CLEAN AND FRESH

## ACT:

Turn to page 28 in your workbook or use a notebook. Write or draw what you can do to make your product look newer, cleaner, or fresher. Then, share your ideas with the group.

## Principle 5

## CONSTANTLY IMPROVE SALES

CODE:

How can we increase sales?

1. Social Media
2. Customer loyalty cards (9 purchases, the 10th is free)
3. Relocation
4. Selling old inventory at discounts
5. Placing best product at eye level
6. Offer different or additional products or services

## Principle 5

## CONSTANTLY IMPROVE SALES

## DISCUSS:

- Which of these ideas would you like to know more about?
- How can we learn more about some of these ideas?
- Are there any of these ideas that we should plan an additional class to discuss such as marketing with social media?



## Principle 5

## CONSTANTLY IMPROVE SALES

## ACT:

- Decide if you want to devote an extra class to increase sales.
- Turn to page 28 in your workbook.
- Review the promotion principles and write or draw at least two new ideas to help more customers find your business and buy what you sell.

## PROMOTION PRINCIPLES SUMMARY

1. State Your Business in 30 Seconds.
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5. Constantly Improve Sales.

## COMMITMENT

### Business Plan Commitment:

- I will identify and implement at least two new ways to increase sales.

### Home Quality of Life Commitment

- I will thoughtfully choose one or two areas of my Quality of Life Wheel and write down goals to improve this week.
- I will be specific with my written goals and follow through.

## COMMITMENT

## Savings Commitment

- I will add to my savings – even if it's just a coin or two

## COMMITMENT

## DISCUSS:

- Who would like to share their Home Quality of Life Commitment this week?
- Which commitment will be the easiest to keep for you this week?
- Which commitment will be the hardest?

## COMMITMENT

## ACT:

- Meet now with your Action Partner for this week. Discuss your business ideas and decide how you will contact and encourage each other during the week to keep your commitments. Share your commitments out loud.

