



Yoba probiotic yoghurt

INTERACTIVE SESSION

Content

- Relating to your buyers – collecting payments
- Relating to your suppliers – negotiation
- Relating to your employees – mentoring
- Role play by the energizers team

Your buyers – collecting payments

- Advantages of offering credit
 - ▣ Sell more
 - ▣ Advantage over competitor
- Disadvantages
 - ▣ Not enough money to buy even your ingredients
 - ▣ Maybe they never pay

Clear agreements

Receipt Yummy Yoba Yoghurt		
Item	Qty	Price
Yoghurt, 500 ml kavera	15	15.000
Outstanding dept		10.000
TOTAL		25.000
Date of issue		2 nd of March 2016
Date of payment		9 th of March 2016
Term:	To be paid within 7 days	
Method:	Cash or Mobile money (add withdrawing charges)	
Credit limit:	25.000 UGX	
Pay-late fee:	2% of the total dept per day	
Sign:		
Name:	Mama Hope shop	
Phone number:	0786379914	

Keep records

Name	Amount	Payback date	Paid
Mama Hope	25.000	9 th of March	√

Collecting Dept

- Contact regularly. Polite but firm
- Ask for a reason why the person did not pay
- Make a payment plan
- Do not give him more yoghurt
- Remind him of the fee when paying too late

Negotiations

WRONG	RIGHT
Ruth has made yoghurt. She goes to the shop to see how much the shop owner is willing to pay.	Mary has calculated that it costs her 500 sh to make 1 kavera of yohgurt. She knows other people sell that kavera at 800 to the shop. But if necessary she can sell at 700.
'You are paying me very little for my yoghurt.'	'I cannot make any profit if you give me that price for my yoghurt.'
'You should pay me 800 sh'	'If you pay me 800 sh, you can sell to your costumers at 1000 sh and we both make profit.'
'You are always squeezing people'	'I cannot make any profit if you give me that price for my yoghurt'
'You should pay me 800 sh'	'I can also give you at 700 sh, but then you cannot return them in case they get spoiled'
'Ok, since you have to pay school fees also, I will sell to you at 700 sh.'	'If I sell you at 700, I will still reach my profit goal.'
Ruth has not come to an agreement with the shop. Now she does not know where to take her yoghurt.	Mary had said to herself in advance, if this shop will not buy the yoghurt at 700 sh, then I also know another shop where I shall try to sell.

Your employees - Mentoring

- Are they trained?
- Is there any training they can go to?
- How can I mentor them?
- Which rewards can I give them?
- How can I avoid theft and misbehavior?
- Has my sales person the right skills?
- Does the sales person has enough knowledge?