

**YES, WE CAN GUIDE
YOU TO PROFITS !!!**

Food Engineering and Food Processing

From Osu
We Moved
to Spintex



Newsletter COTTAGE ITALIA INDUSTRIES

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Pasteurizer From CII

**Our New
Processing
Line
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Practical marketing for self reliance

If you collect all the basic points you will have a Practical marketing pocket book at the end of our 5 issues

CHAPTER ONE

YOU TOO CAN SELL

It can be said that, in a very real sense, there is no such thing as selling. You simply offer products and services that people want, and they buy. You seldom can make anyone buy something he doesn't want and even if you succeed in doing that, the results are almost never satisfactory to you or to your customer. The key to success in this business of transforming products and services into money is serving your customers well... finding out what they want before they know themselves, and offering it to them at a price they are willing to pay. Most of the people who dislike selling are turned off because they have the idea that selling involves imposing your will on someone else and forcing him to buy something he doesn't really want, a false impression as selling is really a creative, stimulating activity that leaves the customer better off than he was before he met you. The salesman's role in the scheme of things in the society is a most vital one because without good, conscientious salesmen, we would still be living in a grim world of home-spun clothing, horse-drawn transportation, log cabins and manual labour. All the material benefits of our lives today would be beyond our means - even beyond our knowledge. Good salesmen have brought us prosperity beyond the wildest dreams of our fore fathers, provided markets for our factories, created our distribution system, and brought the world's products within the means of almost everyone. Thus it's easy to see that selling is an honourable and vital art... one that has brought the good life within the grasp of both the public and the salesman who made it possible. In a world of fluctuating demand for many skills, we have witnessed spectacular ups and downs in job opportunities for teachers, engineers, aerospace experts and many other highly-trained people. But there is always an instable demand for good sales people - not order takers but energetic, creative people who can sell products and services. Why? Because the good sales person makes his own job, even when nobody else is being hired. He makes his living by making more money for his employer or for himself, if he is self-employed. Because of this, many people like working for themselves and reaping all the benefits of their efforts. As a self-employed sales person* you set your own hours and conditions, take your own risks, and bank all the profits. Often, we hear people say: "Oh, I can't sell anything, and I just don't see how I could convince anybody to buy." In fact, whether you realise it or not, you have been selling successfully all your life. If you're married, you sold your intended mate on making the biggest decision of his or her life. You made a big sale when you got your present job. You made sales when you are elected to various organisational offices, when you were promoted in your profession or in the military, and whenever you succeeded in persuading somebody to do something he hadn't planned to do. You sell yourself, your ideas, and your way of life of doing things every day of your life.

SALE & LETTER

Before you can write a successful sales-letter, you must understand the reasons why people buy. Some of the motives for buying include;

- *to save time, money or work;
- *a desire for pleasure;
- *a desire for profit, convenience and protection;
- *to be in style, achieve beauty, improve health and attract the opposite sex; and
- *desire for prestige, praise and popularity.

There is something similar in all of the above - self-interest which equals buyer benefits. Keep this important word "benefit" before you when you think about writing a sales letter or any advertising copy for that matter. The prospective customer does not care about your product unless it will bring him certain advantages. In order to really stir your buyer into action, you must convince him that he is going to miss out of many important things if he does not purchase. Be sure you do not get lost in the details of your product and forget to explain in great detail, the exact benefits of your product or service. When you realise how the buyer is motivated by selfish desire, you should immediately agree that the word "you" is a most important word you can put into your sales letters. If you train yourself to properly use this important word "you," be training yourself to think from your buyer's point of view and you will write a letter which will appeal to the selfish desires of the buyer. Here is a "you" paragraph to cite as an example:

"Your typewriter is built to give you longer services, to save on your repair bills and to reduce breakdowns. It will speed your typing by 20 percent, so you can save on typing time." A good sales letter has one target... action. To reach that point, three other important points must be presented and passed. The formula! for writing a good sales letter may be expressed in four words: attention, interest, desire and action. Every good sales letter must be written as to immediately gain attention. Next, it must be arranged to arouse the interest of the reader and hold it. Then, it must awaken a desire to own the product or services we are offering. And finally, the letter must suggest action. You need a strong opening sentence to grasp the attention immediately, or your message will be passed by. A good example is your daily news paper which uses headlines to catch the eyes and then leads off with a very powerful first sentence or paragraph. There are many ways in which you win attention. They include:

- * tell how your product will benefit the reader and do something for him which will solve a problem.
- * immediately tell the reader what you want him to do and what he will get if he does it;
- * startle him with a fresh new idea; give the reader some important news; and
- * make the reader feel important by asking his advice or a favour.

Continuous page 4

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OUR PRODUCTS



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Jm500 Juice extractor



Pasteurizer



Dry Grains Miller



Dry Grains Miller



Dry & Wet Grains Miller



Pneumatic Corking Machine



bottle Washing Machine



Labeling Machine



Filling Machine



Stainless steel Tank



alcohol Distiller

Practical marketing for self reliance (*Continuous*)

After you have the attention, you must arouse the interest and create the desire. To do the first, you must quickly tell the prospective buyer what the product is, what it will do for him and why he should consider owning it. To create the desire usually requires several short paragraphs packed with strong buyer benefits. Often, after you've stated the benefits, a good testimonial or product report will help establish believability in the mind of the buyer.

Now to the most important of the four basic points... action. If you do everything else perfectly and fail to get the action of the buyer placing the order, you will have lost the mission.

You must ask for order. A high-pressure kind of closing letter will get much better result from more people than a low-pressure type of closing. If you are careful, your high-pressure type of approach can be skillfully and politely achieved

Selling products and services is no more difficult. You start with something you believe in, show people how it can benefit them, and then let them make the decision to buy. Yes, you too can sell And you will get better at it with each new selling experience.

From Dr. Mario De Cataldo and Sonnie Nwosu/Nigeria

If you collect all the basic points you will have a Practical marketing pocket book at the end of our 5 issues



Demonstration at Cape Coast



OUR NEW PROCESSING LINE

Our lines are made entirely from stainless steel and suitable for food-processing industries

- * Drinking Water producing line
- * Cassava/cassava dough producing line
- * Shito producing line, * Palm oil producing line
- * Mayonaise producing line, * Peanut butter producing line

CII Exhibition in neighbor country (Togo)

Forum National des acteurs de developpement a la base
(Kara, du 08 au 10 Juillet 2009)

