

Webinar 2 Q&A Response

A Problem Based Sales Promotion Approach to Accelerate Access to Sanitation

EVENT DATE: TUESDAY, 01 NOVEMBER, 2022 - 09:00 AM to 10:00 AM

EVENT BY: GLOBAL WATERS CKM II

Posted Questions

[09:23 AM]

Puneet Srivastava asked : What are the greatest challenges to this approach in developing countries and for bottom of pyramid markets?

2 upvotes | 0 answer | 0 reply

The approaches require a robust support structure and monitoring system in place to maintain quality implementation, which makes it a bit challenging to handover it to the public sector and/or private sector. But it is proving effective and has the promise to foster sustainable change for the bottom of the pyramid markets, not only for sanitation. So, the question for the WASH sector is how can this model be scalable and what needs to happen to ensure public and private sector invest in the robust support and monitoring needed.

[09:33 AM]

Andrea Ferrand asked : How do you measure and monitor the components of the RACE framework to understand what factors need to be addressed?

1 upvote | 0 answer | 0 reply

We measure and monitor the components of the RACE through a routine reporting of critical numbers. This reporting and analysis reporting consists of five data elements and is reported weekly through PSI's MIS DHIS2. This includes information like number or personal coaching sessions supervisors have with the sales person, total number of sales presentations in a week, and number of sales. The critical numbers show individual performance and execution of sales promotion and sales support. There is also a dashboard that reflects the critical numbers that portray individual performance. Basic gaps in RACE can be identified by looking at the dashboard. Challenges are identified based on this data and through coaching, check-ins, and personal conferences.

[09:38 AM]

anonymous asked : Was there any difference in sales results achieved between men and women business partners?

1 upvote | 0 answer | 0 reply

This is a very good question but presently we don't have data gathered on the comparative performance of women and men sanitation businesses. We should consider this for the future.

[09:38 AM]

Michael Roberts asked : Are the masons/installers doing the sales themselves? Are all masons/installers able to do this effectively? What kind of ongoing support do they need? Do you think that they will be able to do this sustainably in the long term?

0 upvote | 0 answer | 0 reply

Yes mason/installers are doing the sales themselves. To do the sales effectively they are coached routinely by a trained sales coach. The coaches support a focus on the DQ skill which is the actual skill required to conduct the promotion and also the execution of the sales promotion which includes planning and aiming, territory management, referral etc. To do this sustainably the role of the support and monitoring needs to be transferred to a public or private structure.

[09:38 AM]

Sarah Custer-Lalanne asked : Thank you for sharing! Have you tried working with dedicated sales agents that work with the business partners? If so, how did their performance and cost effectiveness compare to masons doing sales themselves?

0 upvote | 0 answer | 0 reply

Yes, when we started our activity our approach was to use commission based dedicated sales agents. We expected businesses to pay sales agents commission for closed sales. However, there was a very high turnover of sales agents because the income was not satisfactory enough for the effort it requires. That is one of the major reason that our business model evolved into using masons as sales people.

[09:42 AM]

anonymous asked : Has the project been able to measure any unintended impact on existing sanitation businesses/retailers who were already selling sanitation products (or maybe there really weren't any?)

0 upvote | 0 answer | 0 reply

We haven't studied this so don't have evidence but as there weren't many sanitation businesses actively selling sanitation products already, we don't believe this was the case. Also, the project did try to work with existing businesses (where there were existing businesses) to help them be more successful.

[09:45 AM]

Pistis Nska asked : we at pwtech manufacture lightweight, portable and robust equipment that transforms contaminated water into portable, we have already helped Haiti, Ukraine and Tonga, how do we partner with you?

0 upvote | 0 answer | 0 reply

John Sauer answered: Thanks for your question. We don't currently have a need for your equipment, but we'll reach out if we do.

