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Introduction
CONGRATULATIONS ON BECOMING A LATRIRE SALES AGENT!

As a latrine sales agent, you can expect to earn more money for your family, learn new skills to help you earn more money in the future, and help your whole community become cleaner and healthier because, as a sales agent, you will receive:

- Guidance and support for becoming the most successful sales agent you can be,
- Sales training to help you sell the most possible latrines,
- Posters, flipcharts, and other tools to help you communicate with customers,
- Connection to other sales agents with whom you can share knowledge and ideas.

In order for you to receive those benefits, the enterprise you work for must deliver on its promises to the customers you help them find. In turn, that enterprise depends on you and every sales agent to be able and willing to fulfill the responsibilities outlined in this manual.

This manual provides the responsibilities of all sales agents and the tools, strategies and information you need to do so. This manual may be revised occasionally to reflect new policies or procedures. Sales agents will receive revised sections or amendments to the manuals as they are made.

This manual will be your participant’s workbook for your training and your reference book for any guidance or tools you may need as you practice your sales skills.
What You Need to Know
WHAT IS A LATRINE AND WHY IS IT IMPORTANT?

DID YOU KNOW...

Almost 1,000,000 families\(^1\) living in Laos do not have a quality latrine?

What does it mean? Well, it means that:

- \(1,000,000\) families have to go outside in the rain to shit.
- \(1,000,000\) families have to be afraid of people seeing them while they shit.
- \(1,000,000\) families have to be afraid of dogs, pigs, snakes, and mosquitos every day.
- \(1,000,000\) families have to go out at night, including children and the elderly, to find a safe place to shit.

AND thousands of Lao children get sick and die every year from diarrhea because they do not have latrines!

HOW DOES THIS HAPPEN?

When people do not use a latrine, their shit can get into their food from accidentally touching the shit, from getting into the water, and from the flies that carry the shit onto your food! When you eat it, you get diarrhea and spend lots of money for medicine.

\(^1\) 2009 Population and Housing Census and 2011 Lao Social Indicator Survey
Latrines allow people to shit in a place where it cannot get into their food or water. Latrines are also more comfortable, more convenient, more private, and safer than shitting outside!

**WHAT IS A LATRINE?**

There are many different types of latrines. The important thing is that they separate people and shit! Different types of latrines include:

- Pour-flush toilet
- Dry-pit toilets with slabs
- Dry-pit toilets with PVC pipes for vents
- Toilets that turn shit into fertilizer for farms (composting latrine)

**MAKING SURE THAT EVERYONE IN LAOS HAS ACCESS TO A HIGH QUALITY LATRINE IS IMPORTANT BECAUSE IT WILL MAKE PEOPLE’S LIVES EASIER; IT WILL MAKE PEOPLE MORE PRODUCTIVE AND HELP LAOS TO DEVELOP AS A COUNTRY; AND, IT IS A GREAT BUSINESS OPPORTUNITY!**
KNOW YOUR CUSTOMER

When asking people to change their behaviors or make a big purchase (like a latrine!), it is important to know something about them. This information will help you learn about your customer as a person and what kinds of challenges they face that make it difficult to buy a latrine.

Mr. Keo is an imaginary person who represents most Lao people who do not own latrines.

WHO IS KEO?

- Middle-aged man (35-45 years old)
- Married with children
- Has only a primary school education
- Makes around 1,000,000 LAK per month

WHAT DOES HE WANT?

- Safety for his wife and children
- A comfortable, private, and convenient latrine
- A modern, pour-flush latrine, similar to those in urban areas
- To be respected by his community
- To stop shitting outside because it is unpleasant

WHAT DOES HE BELIEVE?

- Believes that a latrine would bring dignity, safety, and comfort to him and his family
- Believes that latrines are expensive
- Believes that pour-flush latrines are the cleanest, most modern, and most comfortable latrine option

WHAT DOES HE NEED TO BUY A LATRINE?

- Flexible options to pay for the latrine, such as monthly installments with low interest rates
- A convenient place to purchase a complete, easy to install latrine
- Easy and affordable delivery and installment
- Confidence that the latrine is high quality
- To be convinced that a latrine is a good way to spend his hard earned money.
Service Delivery Package
## WHAT YOU’RE SELLING

<table>
<thead>
<tr>
<th>PRODUCTS AND SERVICES</th>
<th>COMPONENTS/DESCRIPTION</th>
<th>RECOMMENDED PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic pour-flush latrine</td>
<td>Three concrete rings; one concrete slab (no tiles); one ceramic pour-flush pan; one plastic emptying hole cover</td>
<td>360,000-440,000LAK (US$45-55)</td>
</tr>
<tr>
<td>Chrome standard pour-flush latrine</td>
<td>Four concrete rings; one concrete slab (no tiles); one ceramic pour-flush pan; one plastic emptying hole cover</td>
<td>390,000-470,000LAK (US$49-59)</td>
</tr>
<tr>
<td>Silver standard pour-flush latrine</td>
<td>Three concrete rings; one concrete slab with tiles; one ceramic pour-flush pan; one plastic emptying hole cover</td>
<td>405,000-480,000LAK (US$51-60)</td>
</tr>
<tr>
<td>Gold standard pour-flush latrine</td>
<td>Four concrete rings; one concrete slab with tiles; one ceramic pour-flush pan; one plastic emptying hole cover</td>
<td>455,000-540,000LAK (US$57-68)</td>
</tr>
<tr>
<td>Latrine Delivery Service</td>
<td>Delivery of latrine components to household of customer.</td>
<td>50,000LAK (US$6) for deliveries within 10km; 3,000LAK (US$0.40) per additional kilometre</td>
</tr>
<tr>
<td>Latrine Installation Service</td>
<td>Installation of latrine components at household of customer or other specified site.</td>
<td>100,000LAK (US$12)</td>
</tr>
</tbody>
</table>
Like all good latrines, the product you are selling keeps the shit and urine in a safe, enclosed place away from other people, flies, and animals. It also prevents people from embarrassing themselves by openly defecating, and it protects them from the rain, mosquitos, pigs, dogs, and other dangerous or annoying things that make open defecation such a bad experience!

Essentially, you are selling a product that provides:

CONVENIENCE

SAFETY

& PRIVACY!

Customers will have four options to choose from at different prices:

FOUR RINGS WITH TILES
FOUR RINGS WITHOUT TILES
THREE RINGS WITH TILES
THREE RINGS WITHOUT TILES

Each of these options can be delivered to the customer and installed for them, for an extra fee, or the customer can choose to install and arrange transportation themselves.
WHAT ARE THE FEATURES AND BENEFITS?

**Features** are things that we can touch and see. For example, think about your mobile phone. What are the features? Some things might be:

- Camera
- Durable
- Long battery life
- Touchscreen

**Benefits** are *why* we like certain features. For example, for each feature listed above, we can think of some benefits:

- We like the camera because it allows us to take pictures of our friends and family.
- We like that it is durable because it will not break easily.
- We like the long battery life because it will last several days before we have to charge it again.
- We like the touchscreen because it is more convenient and easier to use than a standard keyboard.

**WHEN TALKING ABOUT YOUR LATRINE PRODUCT, ALWAYS LINK A FEATURE WITH ITS BENEFIT.**
In the picture below, you can see the features in green, and the benefits in blue.

**HERE ARE SOME EXAMPLES OF LINKING FEATURES WITH BENEFITS:**

- This latrine has a **ceramic pan** that is **clean** and **hygienic**, and just like the ones found in the **city**.
- It has a **strong concrete slab** and **rings** that will not break and **will last many years**.
- The **pit** is also **big** enough to last several years, and has an **emptying hole** so that when it fills up, it can be emptied and used again.
- **Beautiful tiles** can be placed on the slab for a more **attractive** and **easier to clean** latrine.
- Customers can **build their own shelters** out of local materials, or they can even build a bathroom complete with wash basin for bathing and laundry.
- And best of all, it’s **affordable**! Price will depend on where the latrine is produced, but most latrines are sold for around US$50, or 450,000 LAK.
Promise to Customers
PROMISE TO CUSTOMERS

Customers choose to purchase a latrine from you because they can be confident that they will receive...

• A high quality product that will last many years;

• A beautiful product that they can be proud to own and recommend to others;

• An affordable product that they can use their own savings to buy;

• Delivery and installation services that are convenient and on time; and

• Respect and good customer service every time they interact with you.
Responsibilities of Latrine Sales Agents
THE SALES AGENT ROLE IN THE LATRINE BUSINESS

The Latrine Business’s success is directly related to the effectiveness of the Sales Team. As a member of that Sales Team, you have a crucial role, which influences both the Latrine Business and its customers.

Your main responsibilities are as follows:

**Sales Performance**

- Achievement of agreed sales target/objectives for the defined territory.
- Conduct regular sales activities, including both Group Sales Events and Door-to-Door Sales.
- Ensure that businesses provide appropriate service to the customers.
- Maintain a good relationship with customers and other key influencers, such as village chiefs and district government authorities.

**Competitor/Market Information**

- Provide Latrine Business and Market Facilitator with information on potential new customers, new product opportunities, competitor’s activities, etc.
- Communicate any customer complaints and product or service quality issues to Latrine Business and Market Facilitator.

**Administrative**

- Plan journey
- Complete all required sales forms, especially Latrine Order Forms
- Preparation for all sales activities
- Complete and submit all other required forms on time

By signing the contract found in Annex 9, you agree to fulfill the responsibilities listed above. If you are not able to do so, your contract will be terminated and you will no longer be able to represent the Latrine Business or receive training or other benefits from the Market Facilitator.
Tools, Strategies and Essential Information
WHY DO PEOPLE BUY LATRINES?

People buy latrines because of their benefits, not because of their features. Market research has shown that:

**93% OF PEOPLE BUY FOR CONVENIENCE**

**70% BUY FOR SAFETY**

**70% BUY FOR PRIVACY**

ALTHOUGH LATRINES HAVE MANY HEALTH BENEFITS, HEALTH WAS THE LEAST IMPORTANT REASONS PEOPLE BUY LATRINES!

Other important things to know about your customers are:

- Comfort, convenience, and pressure from friends are the top reasons for building a latrine.
- People prefer pour-flush latrines over other types because they are durable and they do not smell.
- People who buy pour-flush latrines are more satisfied with their latrines and use them more than people who buy dry pit latrines.
- Shitting outside is very common, but most people don’t like it!
- Owners of dry pit latrines want to upgrade their latrines to pour-flush.
When selling a product or service, it is helpful to imagine the person that you are selling the product to. These are the people that are most likely to purchase a latrine. These people are called our “target audience.”

The lists below were developed from our research which told us what our target audience believes about buying a latrine, and what they need to make that decision.

### WHAT DOES HE BELIEVE?

- Believes that a latrine would bring dignity, safety, and comfort to him and his family
- Believes that latrines are expensive
- Believes that pour-flush latrines are the cleanest, most modern, and most comfortable latrine option

### WHAT DOES HE NEED TO PURCHASE A LATRINE?

- Flexible options to pay for the latrine, such as monthly installments with low interest rates
- A convenient place to purchase a complete, easy to install latrine
- Easy and affordable delivery and installment
- Confidence that the latrine is high quality
- To be convinced that a latrine is a good way to spend his hard earned money
HOW TO SELL A LATRINE

THE FLIPCHART

One of the tools you will use most when selling latrines is the flipchart. This tool was developed based on our research and is designed to help you communicate all the negative aspects of open defecation, and all the benefits of latrine ownership!

Each page of the flipchart has a picture and a maybe a few words or phrases, designed to give a visual to each key message. This is so that people remember the message better.

You can see that the flipchart guides consumers through a conversation, starting with all the ways that open defecation is inconvenient, uncomfortable, unsafe, and unhealthy. Then it leads to all the ways that using latrines leads to an easier, more comfortable, safer, and healthier life!

See the complete flipchart in Annex 5 of this manual.
REMEMBER THESE IMPORTANT TIPS WHEN USING THE FLIPCHART:

- The notes on the back are for guidance only—do not read them to the audience.
- Use a pen to point at the pictures when talking about them.
- Encourage audience participation by asking questions throughout the presentation.
- Use eye contact.
- Smile and use humor.

The more you use this tool, the more familiar you will become with the key messages for selling a latrine and how best to communicate the benefits of latrine ownership. This tool should be used at both group sales events and one-on-one sales activities. The flipchart helps people to remember the product and the messages, and helps you to guide your conversations with people in the direction towards a sale!

PREPARING FOR A SALES EVENT

PICKING A LOCATION

The enterprise you are working with will help you to decide what your target area is. Plan strategically with the enterprise about where and when you want to have your sales activities.

Some things to consider are:

- How many people in this village do not have latrines? (Your supervisor can give you this data.)
- Has there been CLTS triggering in this village? (See box.)
- What do most people do in this village? When are they most likely to be at home?
- If they are farmers, when is their planting and harvesting season? (When will they have money?)

CLTS means Community-Led Total Sanitation. It is an activity led by government and NGOs in villages to encourage them to use latrines.

What does this mean for you? It means that there will be many people in these villages who will want latrines, and you can provide them! Working together with the government about CLTS will allow you to earn a lot of money and help a village to achieve their CLTS goals.
WORKING WITH THE VILLAGE CHIEF

The key to preparing a successful sales event is working closely with the village chief. They have a lot of power to motivate people to come to the event and to buy a latrine. The steps of this process are:

1. Contact the village chief and set up a meeting.
2. Explain who you are and why you are there (name, name of enterprise, purpose).
3. Show your official letter from Nam Saat that gives you permission to work in that district.
4. Explain how the sales event, door-to-door sales, and delivery and installation process will work.
5. Explain your responsibilities as a sales agent, the enterprise’s responsibilities, and the Village Chief’s responsibilities (use the Village Chief contract as a guide through this discussion, as well as the Village Chief Quality Assurance Checklist, which can be found in Annexes 1 and 2).
6. Decide on a day and location for the sales event together.
7. Ask the village chief to join you at the sales event and door-to-door sales after the event.
8. Ask the village chief to make an announcement in his village and encourage people to attend.
9. Especially ask the village chief to invite all households that do not have latrines, and 2-3 households that do have latrines (you will use these people to share their positive stories about latrine ownership).

It is important to develop a good relationship with village chiefs to succeed in latrine sales. In your conversations with them, it is helpful to remind them of what they can get if they help you by motivating the villagers to order latrines from you. Village chiefs can be motivated to help you sell latrines in several ways:

- 10,000LAK commission for each latrine that is delivered and paid for.
- Recognition and award from government when they reach Open Defecation Free status, which means that no one in their village openly defecates.
- Recognition and award from government when they become a Model Healthy Village. One of the criteria for this is that 60-70% of households have latrines.

Other ways they might be motivated is by a desire to help their villagers become healthier and happier with a latrine. Reminding village chiefs of this is a good way to motivate them to work with you.
GROUP SALES EVENTS

After organizing the event with the village chief, arrive a little early that day to talk to people as they come in and to organize your materials. Remember to bring these items with you:

- Flipchart
- Poster
- Order Forms
- Installation Guide
- Order Tracking Journal
- Pens
- Carbon paper
- Official letter from District Nam Saat

Once everyone is gathered at the location, you can begin your presentation by following these steps:

1. Introduce yourself and the latrine business
2. Introduce the topic (shit!)
3. Use the flipchart to start the discussion about the open defecation problems in the village. Ask questions about the difficulties they face with they have to shit outside. (Focus on inconvenience, discomfort, not safe, not healthy)
4. Ask people what possible solutions there may be. Ask people what are the barriers to these solutions (you will need to address objections here, such as lack of money, lack of knowledge or ability to access latrines, etc.)
5. Present your product as the best solution (Focus on convenience, comfort, safety, dignity/respect, and health)
6. Ask for people who own latrines to share their stories about how latrines have helped to make their lives easier.
7. Present the product, focusing on benefits.
8. Ask for questions from the group.
9. Invite people to discuss with the people sitting around them in small groups, and then go around to each group to answer more questions and address additional objections.
10. Ask for orders.

IN THE STEPS ABOVE, YOU WILL NOTICE A COUPLE OF PLACES WHERE YOU WILL NEED TO “ADDRESS OBJECTIONS.” THIS MEANS THAT WHEN SOMEONE TELLS YOU THAT THEY CANNOT BUY YOUR PRODUCT FOR A CERTAIN REASON, YOU NEED TO KNOW HOW TO RESPOND TO THAT AND HELP THEM OVERCOME THAT BARRIER! THE NEXT SECTION WILL TALK MORE ABOUT HOW TO ACCOMPLISH THIS.
DOOR-TO-DOOR SALES

Usually, not everyone in the village will attend the group sales event. Some will not be interested; some will be busy with other things; some may have attended but could not be convinced to buy. Going door-to-door at individual households to talk to non-latrine owners can be a great way to get more orders and more commission!

This can be done with the village chief, who can tell you which households do not have latrines, or asking people in the village to recommend households to you. After conducting the sales event, spend one to two hours walking around the village and talking to people one-on-one. You will be better able to address their objections and help them to make the decision to buy today.

USE THESE STEPS TO CONDUCT DOOR-TO-DOOR SALES:

1. Introduce yourself and the business you represent.
2. Introduce the topic (shit!)
3. Learn about the individual’s problems with open defecation by asking them questions about their comfort, convenience, safety, and privacy.
4. Present your latrine product as a solution.
5. Answer objections.
6. Ask for questions.
7. Ask for the order.

You will notice that these steps are quite similar to the steps taken to conduct a group sales event. You will still use your flipchart, or, if the person has little time or attention, the latrine poster to talk about the key messages: **convenience, comfort, privacy, safety.**
One of the biggest challenges in direct sales is overcoming objections. People will find many ways to say “no” and it is your job as a sales agent to figure out how to turn that “no” into a “yes!” There is a strategy that many sales agents use to address these objections:
For example, one of the most common objections we hear is “I don’t have money!” Using the strategy above, this is how you would talk to that person to change their “no” into a “yes!”

For example, one of the most common objections we hear is “I don’t have money!” Using the strategy above, this is how you would talk to that person to change their “no” into a “yes!”
Practice addressing these objections using the worksheets below with other common objections. What other objections can you think of that people might use? How will you address them?

**Objection**

“I want to build my own latrine!”

1. **Repeat**
2. **Clarify**
3. **Review**
4. **Reason**
5. **Request**
6. **Return**

**Objection**

“The latrine will fill up too quickly”

1. **Repeat**
2. **Clarify**
3. **Review**
4. **Reason**
5. **Request**
6. **Return**
CLOSING THE SALE

Once you have finished the presentation, show the people the latrine poster to help you to talk about the different options and prices:

- Four rings with tiles
- Four rings without tiles
- Three rings with tiles
- Three rings without tiles

You can also discuss with them about their other options.

DELIVERY

Customers may choose to have the enterprise deliver the latrine, or they may pick it up themselves if they have their own truck.

Enterprises usually have a set delivery fee for households within 10km of the enterprise. For households over 10km away, the enterprise may charge a small additional fee for each kilometer over ten.

*Note that prices listed in the flier pictured here are only examples. Prices may be different for each district or enterprise.
Customer may also choose to pay a fee for installation, or they can choose to install themselves. If they choose to install themselves, make sure you give them the instructions below:
They may have many questions and concerns about the latrine options. You can use the addressing objections tool above to answer these questions.

Make sure you understand this installation guide well so you can clearly explain to customers. The key points are:

- Make sure your latrine is at least 15 meters away from the nearest well.
- Make sure that when you dig the pit, you do not see any water at the bottom (if you see water, you could be contaminating your drinking water, which will make people sick!)
- Do not seal the rings together with cement. Only stack them on top of each other.
- If you live in a flooding area, make sure your build your latrine up so it is above ground level. This will keep the latrine from filling with water during the heavy rains.

GETTING THE ORDER

After you’ve addressed all of their objections, how do we get them to make the order? One of the hardest things for sales agents is to ASK FOR THE ORDER. This can be difficult because we are afraid of hearing “no.” But we need to ask to get a “yes!” Try these methods of asking for the order:

- “So, would you like your latrine to be three ring or four rings?”
- “Let’s start making your life easier and more convenient by filling out this order form.”
- “It seems like you really like our latrine product and you’re ready to buy. Can you tell me your name please so I can start filling out the order form for you?”
# THE ORDER FORM

## Latrine Order Form

<table>
<thead>
<tr>
<th>Order number:...............</th>
<th>Date:...............</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise name:...............</td>
<td>Tel:----------------------</td>
</tr>
</tbody>
</table>
| Village:........................ | District:-----------------
| Sales Agent name:............... | Tel:----------------------|
| Customer name:............... | Tel:----------------------|
| Village:........................ | Unit:---------------------|

### Photo of product

<table>
<thead>
<tr>
<th>Name</th>
<th>Price/Unit</th>
<th>Number of Units</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slab with tile including 4 rings</td>
<td>440,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab without tile including 4 rings</td>
<td>380,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab with tile including 3 rings</td>
<td>400,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab without tile including 3 rings</td>
<td>340,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Installation</td>
<td>50,000 kip</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Delivery charge: 15,000 kip for deliveries within 10KM; if farther than 10km, charge will be 1,500kip/km/latrine (20% increase for 4 ring design)

Date of delivery:............................... (deliver within 15 days)

Total: ........................................

Deposit paid: .............................................. kip

Remaining Balance: ..............................................

Payment: The sales team or chief of village will visit and collect remaining balance 1 day before delivery. If the full balance is not received at this time, the latrine will not be delivered or installed. Deposits or advance payments will not be refunded if the buyer cancels. The buyer will receive a full refund if the enterprise cancels.

Installation: The Enterprise will install the latrine if the full payment is obtained, as mentioned above. The buyer is responsible for digging the pit according to the following specifications: All pits should be 1 meter wide. Pits for 4 ring designs should be a maximum of 1.4 meters deep, and not over 1 meter deep for three ring designs. Pits should be located at least 15 meters from any wells. Two days after installation, the buyer may begin using the latrine and/or build a shelter.

Warranty: The Enterprise will repair or replace latrines if there are any problems up to one year after installation.
Go through each space in the order form and ask for the customer’s information and preferences. Installation and delivery are optional, so you may need to add these costs to get the final price.

The customer should pay a small deposit when they make the order. Subtract this amount from the final price, and you will get the amount that the customer will need to pay when the latrine is delivered.

**BE SURE TO COMMUNICATE THIS LAST POINT CLEARLY TO ENSURE THAT THE CUSTOMER WILL BE READY WITH THEIR CASH WHEN THE LATRINE IS DELIVERED.**

It is good to encourage the customer to have their latrine delivered as soon as possible. This will help the enterprise manage deliveries and it will be less likely that the customer will cancel.

Try these strategies to convince people to get their latrine delivered early:

- Ask a closed question: “Would you like your latrine delivered in one week, or one month?”
- Make it a competition: “Who will be the first one in your village to have their latrine installed?”
- Remind the customer of the benefits of using a latrine: “Don’t you want to have an easier, safer, healthier life for your family as soon as possible?”

Talk to your enterprise about any promotions for early installation.

**LEADS GENERATED**

Sometimes people will be interested in buying a latrine, but for whatever reason they are not yet ready to buy. Maybe they want to save up their money, or wait for their children to get back from Thailand, or wait to talk to their husband or wife. We call this **leads generated**.

It is important to keep track of your leads generated because they will eventually be ready to buy a latrine, but they may need a couple of visits from you before they are ready. When they are ready to buy a latrine, you will be there to help them!

Use the form in Annex 3 of this module to keep track of your leads generated.
HOW DO I PLAN AND REPORT MY SALES?

Doing careful planning and reporting to your supervisor can help you to sell more latrines. Your supervisor will use the tool below with you to choose villages based on the number of people without latrines (your potential customers!), the distance of the village away from your home or the enterprise, and CLTS activities in the village (government or NGO-led activities that create high demand for latrines).

<table>
<thead>
<tr>
<th>Sales Agent Weekly Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
</tr>
<tr>
<td>Mon</td>
</tr>
<tr>
<td>Village 1</td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
</tr>
<tr>
<td>Mon</td>
</tr>
<tr>
<td>Village 4</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
</tr>
<tr>
<td>Mon</td>
</tr>
<tr>
<td>Village 7</td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
</tr>
<tr>
<td>Mon</td>
</tr>
<tr>
<td>Village 9, Village 10</td>
</tr>
</tbody>
</table>

By going back to the same village on a regular rotation, it will be easier to follow up with leads generated, and will help you to get more orders.

Your supervisor will also set weekly and monthly goals with you. Your supervisor will follow up with you regularly on this target to make sure that if you have any problems reaching it, they can help you solve those problems.
To report your sales activities, use the form below:

**Order Tracking Journal**

<table>
<thead>
<tr>
<th>Date:</th>
<th>Sales Agent Name:</th>
<th>Enterprise Name:</th>
</tr>
</thead>
</table>

Village

District

**Group Sales Presentation Results**

<table>
<thead>
<tr>
<th>Number of participants</th>
<th>Tile</th>
<th>No Tile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Order No.</th>
<th>Name</th>
<th>Tel</th>
<th>4 Ring</th>
<th>3 Ring</th>
<th>4 Ring</th>
<th>3 Ring</th>
<th>Install Fee</th>
<th>Delivery Fee</th>
<th>Total Cost</th>
<th>Deposit</th>
<th>Balance</th>
<th>Req delivery date</th>
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**Total latrine orders**

<table>
<thead>
<tr>
<th>Total Cash Collected</th>
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**Door to Door Sales**

<table>
<thead>
<tr>
<th>Number of houses visited</th>
<th>Tile</th>
<th>No Tile</th>
</tr>
</thead>
<tbody>
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**NOTES**
The order tracking journal will help both you and your supervisor know how many people are coming to your sales events, how many orders you can get from those people, and how many orders you got overall compared to your target. In the Notes section, you can write down any problems that you had, or anything that worked really well.

The checklist below will help you to remember everything that you need to bring with you to sales events and the different forms you should use:

**SALES EVENT CHECKLIST**

- [ ] Order forms
- [ ] Flipchart
- [ ] Latrine poster
- [ ] Village Chief Contract
- [ ] Order Tracking Journal
- [ ] Installation Instructions
- [ ] Village Chief Quality Checklist

All of these tools can be found in Annexes 1 through 8 of this Manual.
HOW DO I EARN MONEY?

You may have noticed in the order form above that customers are asked to give a deposit when they make their order. You keep this money as your commission when you make a sale. So for each order form completed, you collect the deposit from the customer and that’s how you get paid!

THE DEPOSIT IS IMPORTANT NOT ONLY FOR YOUR COMMISSION, BUT IT ALSO HELPS TO MAKE SURE THAT THE CUSTOMER WILL NOT CANCEL THEIR ORDER.

Make sure to talk to your enterprise or supervisor about any incentives, promotions, or bonuses available based on your goals.
ROLES AND RESPONSIBILITIES

There are a lot of different people that work together to make sure that everyone buys a latrine. It is important to understand what everyone is responsible for and the relationships between the different people.

SALES AGENTS (YOU!)

- Responsible for collecting orders and deposits from customers.
- Responsible for delivering orders to the enterprise and reporting to supervisors.
- Responsible for communicating with supervisors regularly on progress towards goals and any challenges.
- Responsible for maintaining good relationships with village authorities and villagers.

SANMARK PROVINCIAL COORDINATORS

- Responsible for recruitment, training, and supervision of sales agents.
- Responsible for doing monthly planning with you and setting targets.
- Responsible for monthly field visits to support you in doing sales events and door-to-door sales.
- Responsible for communicating with you weekly on the phone.

ENTERPRISE

- Responsible for filling the orders that you take in a timely manner.
- Responsible for working with your supervisor to address any problems related to customer satisfaction, deliveries, installations, final payments, and your commission.
- Responsible for providing you with all the materials you need for your job.

VILLAGE CHIEF*

- Responsible for helping to organize the sales events and motivating people to come.
- Responsible for identifying people in the village who do not own latrines.
- Responsible for checking to make sure the pit is dug correctly and that the customer has all the money ready for the enterprise when the latrine is delivered.
- Responsible for talking with enterprise if latrine is poor quality or customer is not satisfied.

*Village chiefs receive a 10,000LAK commission for every latrine that is delivered and fully paid in return for these services.
WHAT’S NEXT?

PRACTICE! PRACTICE! PRACTICE!

Classroom training and planning is helpful to learn the basics of sales and the business, and to learn to think strategically about how you will succeed at your job, but real sales skills can only be learned through lots of practice!

The more sales events and door-to-door sales you do, the better you will become! The best things you can do to improve your skills and make more money as a sales agent are:

- Communicate regularly with your supervisors
- Do lots of sales events and door-to-door sales
- Maintain a positive attitude
- Develop good relationships with the village chiefs
- Keep accurate records
- Make sure you have all of the tools and materials you need for your job
- Look back at this manual regularly

CONGRATULATIONS ON BECOMING A LATRINE SALES AGENT, AND HELPING THE PEOPLE IN YOUR COMMUNITY AND YOUR COUNTRY TO HAVE HAPPIER, EASIER, HEALTHIER LIVES!
1. VILLAGE CHIEF CONTRACT

[Document content]
## QA Checklist for Latrine Installation

**Customer Name:**……………………………..
**Village:**……………………………..
**District:**……………………………..
**Province:**……………………………..

<table>
<thead>
<tr>
<th>QA name:………………………..</th>
<th>Tel:…………………………………</th>
<th>Installed date:……………………………</th>
</tr>
</thead>
</table>

If customers have a small area. Make sure the toilet is lower than drinking ground water source.

- □ 1-5 meters, □ 5-10 meters, □ 10-15 meters.
- □ Slab is placed at higher level compared to the general ground level to protect it from flooding.
- □ Rings are level
- □ The depth of the pit is maximum 1.4 meters and a minimum 1.2 meters
- □ The bottom of the pit is not covered with cement concrete or any other impermeable material
- □ The rings are not cemented together to allow leaching
<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pour-flush pan placed properly</td>
<td>The pan is properly placed.</td>
</tr>
<tr>
<td>Tiles are neatly placed</td>
<td>The tiles are neatly placed.</td>
</tr>
<tr>
<td>The slab is level and is sealed with cement to top ring</td>
<td>The slab is level and sealed with cement to top ring.</td>
</tr>
<tr>
<td>No visible cracks or chips in the concrete</td>
<td>There are no visible cracks or chips in the concrete.</td>
</tr>
<tr>
<td>No water at the bottom of the pit</td>
<td>There is no water at the bottom of the pit.</td>
</tr>
</tbody>
</table>

**Notes:**

- After finished latrine installation components, then fill soil around and compact soil immediately to prevent the latrine moves.
- Fill the soil must be standard such as: compact ground around the slab to prevent the slab is broken when we sit on the slab.
- After finished latrine installation, leave that latrine about 3 days, after that can use that latrine.
# 3. LEADS GENERATED CONTACT SHEET

**LEADS GENERATED CONTACT SHEET**

Sales Agent Name: __________________________

Date: ______________________________

Village Name: __________________________

<table>
<thead>
<tr>
<th>House Number</th>
<th>Name</th>
<th>Interested? (Yes/No)</th>
<th>Reason/Details</th>
<th>Follow Up Date</th>
</tr>
</thead>
<tbody>
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</table>
4. ORDER FORM

Latrine Order Form

<table>
<thead>
<tr>
<th>Name</th>
<th>Price/Unit</th>
<th>Number of Units</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slab with tile including 4 rings</td>
<td>440,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab without tile including 4 rings</td>
<td>380,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab with tile including 3 rings</td>
<td>400,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab without tile including 3 rings</td>
<td>340,000 kip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Installation</td>
<td>50,000 kip</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Delivery charge: 15,000 kip for deliveries within 10KM; if farther than 10km, charge will be 1,500kip/km/latrine (20% increase for 4 ring design)

Date of delivery: (deliver within 15 days)

Total:

Deposit paid:

Remaining Balance:

Payment: The sales team or chief of village will visit and collect remaining balance 1 day before delivery. If the full balance is not received at this time, the latrine will not be delivered or installed. Deposits or advance payments will not be refunded if the buyer cancels. The buyer will receive a full refund if the enterprise cancels.

Installation: The Enterprise will install the latrine if the full payment is obtained, as mentioned above. The buyer is responsible for digging the pit according to the following specifications: All pits should be 1 meter wide. Pits for 4 ring designs should be a maximum of 1.4 meters deep, and not over 1 meter deep for three ring designs. Pits should be located at least 15 meters from any wells. Two days after installation, the buyer may begin using the latrine and/or build a shelter.

Warranty: The Enterprise will repair or replace latrines if there are any problems up to one year after installation.
5. FLIPCHART

เส้นทางสิริภูมิแล้ว สะดวกสบายซ่อมแซม
เจ้าแม่ภูมิใจแล้ว?

ข้าบเท้าดินหยุ่นหยาบ เมื่อถึงภูมิภูมิ?

สิ่งที่อยู่ใหม่
บอดไหม?
6. LATRINE POSTER
# 7. ORDER TRACKING JOURNAL

<table>
<thead>
<tr>
<th>Order Tracking Journal</th>
</tr>
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<tbody>
<tr>
<td>Date:</td>
</tr>
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</table>

Village

District

## Group Sales Presentation Results

<table>
<thead>
<tr>
<th>Number of participants</th>
<th>Tile</th>
<th>No Tile</th>
</tr>
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<tr>
<th>Order No.</th>
<th>Name</th>
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**Total latrine orders**  **Total Cash Collected**

## Door to Door Sales

<table>
<thead>
<tr>
<th>Number of houses visited</th>
<th>Tile</th>
<th>No Tile</th>
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**Total latrine orders**  **Total Cash Collected**

## NOTES
8. INSTALLATION INSTRUCTIONS
9. SALES AGENT CONTRACT

Sanitation Marketing Contract

Contract start date: ________________

**Party A: Latrine Business Owner (Latrine Business Owner) ________________**

**Party B: Sanitation Sales Agent (Sales Agent) ________________**

The Latrine Business Owner and the Sales Agent have a shared goal to expand the availability of high quality, affordable latrines to consumers. The purpose of this contract is to specify the legal responsibilities of each Party toward achieving this goal.

To achieve this goal, the Latrine Business Owner and the Sales Agent have agreed to the following:

**For all Sales Agents, the Latrine Business Owners will:**

- Provide a commission of a minimum of 20,000LAK/latrine order to their Sales Agents, regardless of cancellations of orders, discounts, late deliveries or delays, late payment, non-payment, or for any other reason.
- Provide any necessary sales or promotional tools, including flip-charts, handouts, and order forms.

**All Sales Agents will:**

- Attend initial Sales Agent training and any subsequent mandatory trainings, and conduct sales and promotional activities according to the trainings.
- Conduct village sales events and door-to-door sales, and coordinate with village chiefs to organize and collect final payments.
- Collect deposit money from customers and ensure that the product is delivered.
- Take a minimum of 50 latrine orders per month.
- Be responsible for any and all transportation costs for transportation to and from sales events.
- Accurately complete any and all forms provided by the Latrine Business Owner, including Daily Reports, Order Tracking Forms, Weekly Planning Forms, and copies of the Purchase Contracts, and submit forms to the Latrine Business Owner in a timely manner.
- Submit Weekly Reports to PSI’s SanMark Provincial Coordinator using the forms provided.

The Latrine Business Owner and Sales Agent can terminate this contract at any time.

The duration of this contract is one year, renewable based on quarterly performance evaluations from PSI and the Latrine Business Owner.

_________________________________  __________________________________
Latrine Business Owner  Sanitation Sales Agent

Phone Number:  Phone Number:

Date:  Date: