

WIN CUSTOMERS FOR LIFE

SPECIAL READING MATERIAL FOR YOU
BY VHS-APAC AND NIS-SPARTA, CHENNAI



APAC project is administered by Voluntary Health Services, Chennai with financial assistance from United States Agency for International Development under bilateral agreement with the Government of India.



FOREWORD

The spread of the HIV has posed a grave challenge to the social and economic development of the country. The Voluntary Health Services - AIDS Prevention And Control Project (APAC) has initiated innovative and multi-pronged strategies to prevent the spread of HIV/AIDS. One of the strategies is to train the retailer on condom promotion.

This training programme aims to train different types of retailers (medical, general, grocers and petty-shop keepers dealing in cigarettes) on condom promotion. The retail outlets are spread over the nook and corner of the state and almost every individual is likely to shop in any one of these outlets for his day to day purchase. The uniqueness of this training programme is that it not only provides the retailer an idea on his role in society, it also provides him tips on improving his retail business and retaining customer satisfaction in addition to promoting condoms.

The training programme for retailers on condom promotion is the first of its kind globally and has been prepared with professional help. I am sure this retailer training programme will be well-received by the retailers and look forward for their active association with us in preventing the spread of the dreaded virus.

Dr. P. Krishnamurthy

Project Director
APAC Project



Vanakkam

This special reading material is presented to you by AIDS Prevention And Control Project (APAC), VHS, Chennai, sponsored by the United States Agency for International Development (USAID) and prepared by NIS-Sparta, with a mission to provide you with knowledge and skills to win customers for life.

The objectives of this reading material are:

- To improve selling skills by professional customer handling
- To merchandise products by effective POP display
- To stock and sell socially beneficial products at your outlet
- To be the "Padukavalan" who is socially responsible and earns goodwill with profits

You can be a protector

How?

You can save lives by being a knowledgeable and skilled retailer.

What knowledge?

The knowledge about your social importance. You have a responsibility.

You can prevent deadly diseases in the society. You can prevent AIDS.

You can help build a happy family. You can be a **Padukavalan**.

What are these diseases?

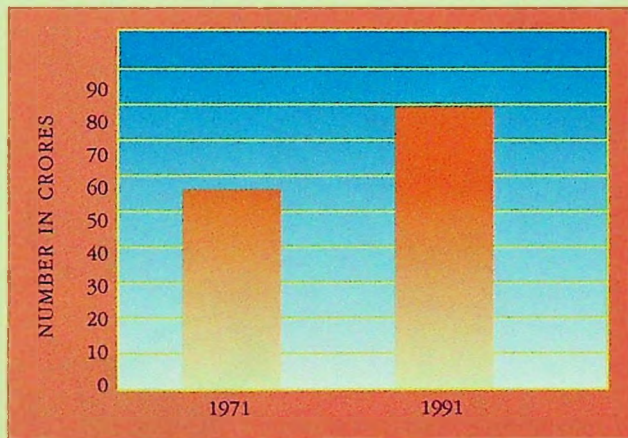
The Sexually Transmitted Diseases (STD), including HIV/AIDS. All these diseases are passed on from one person to another mainly by sexual intercourse. They are also called Venereal Diseases (VD). While most of the STD are curable, HIV/AIDS is not curable.

Though faithful partnerships definitely will prevent STD / HIV for some people the only saviour that can protect them from the sexually transmitted diseases (STD) and HIV/AIDS is a Condom.

What is the population of India?

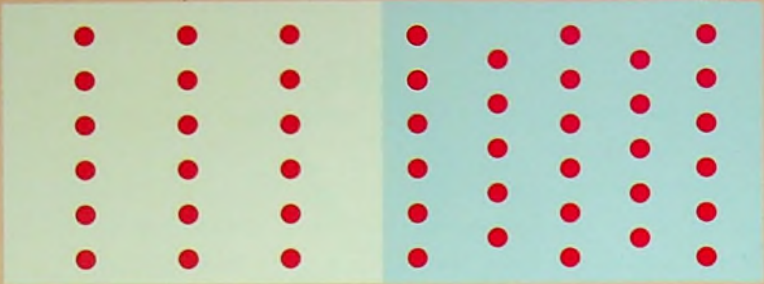
The population of India today is about 98 crores. The population has grown very fast over the years. The size of the population has a direct impact on employment, economic development, social welfare, etc.

Population Growth



With the population growth, the density is also increasing.

Density



1971: 177 per sq. km

1981: 277 per sq. km

Population is not the only thing that grows. With it diseases are spreading faster. STD and HIV infections are also growing every day.

What is AIDS?

When the HIV virus inactivates the immune system completely, the condition is known as AIDS. Other common diseases then kill the person.

How can AIDS spread?



Unprotected sex



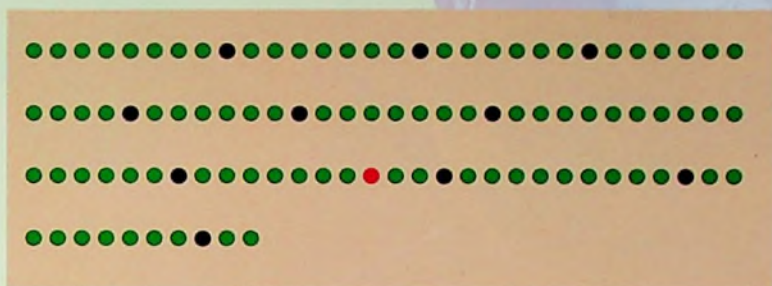
HIV Infected
mother to child



Transfusion of HIV-Infected
blood

How big is the problem?

Very big. In fact, out of every 100 adults (particularly in the age group of 15 - 45) in Tamil Nadu, 10 have STD. And one is affected by HIV.



What will happen if this continues?

- Many adult men and women will die
- Many children will become orphans
- Burden will be on older people and
- Economy will be affected



What should be done now?



- Prevent these diseases from spreading.
- Plan the size of each family.

How is that possible?

- By using condoms during each and every sexual act. Condoms prevent both unwanted pregnancy and transmission of STD and HIV/AIDS..
- By promoting condoms and handling customers effectively, you become the padukavalan of the society.

Which products do you sell?

Products that give you:



Money



Goodwill



**Social
recognition**

Products which are:



Not very big



Fast moving



**Offering
good margin**



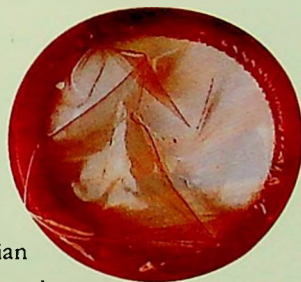
**Relation-
building**

There are many products in the market which can give you one or two of these.. But stocking and selling condoms give you all the above.

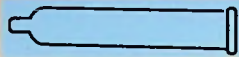
What is a condom?

A condom is a little piece of rubber that saves millions of lives.

- In the year 1564, Italian anatomist Fallopius designed a sheath manufactured of linen and was tied to the tip of the penis by a pink ribbon.
- In the year 1630, Dr. Conton, the court physician of King Charles II developed an oiled sheath made of sheep intestine.
- In 1930, with the vulcanization of rubber, today's latex (rubber) condoms were developed.



Types of condoms available:



Smooth



Ribbed



Dotted

Other varieties like thin, ultra thin, contoured and spermicidal are also available.

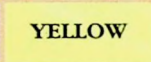
Colours:



PINK



BLUE



YELLOW



RED



GREEN

Flavours:



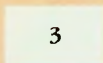
BANANA

STRAWBERRY

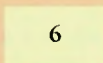
MINT

LEMON

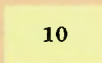
PACK SIZES:



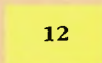
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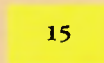
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10



12



15



20

PRICE RANGE: 25 p - Rs. 6 Per piece

MARGIN: 20% Onwards

Quality: Indian condoms are of international quality. All condoms go through tough quality control by manufacturers. Different tests conducted on condoms are:

- Electronic testing for pin-hole detection
- Air inflation test
- Water leakage test and
- Tensile strength test.

Every single piece of condom produced is tested for pinholes before it reaches the user.



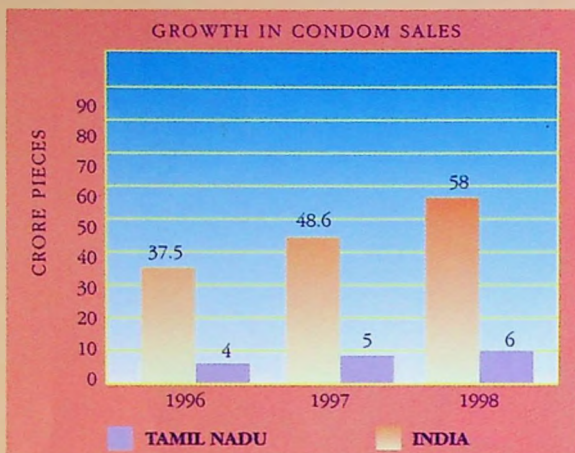
Who makes what condoms?



Government	Nirodh
JK Ansell Ltd	Kamasutra Midnight cowboy Saajan
Hindustan Latex Ltd	Moods Moods Supreme Ustaad
TTK - LIG Ltd	Durex Fiesta Kohinoor
Polar Latex	Adam Kenzo Sheera

- There are also many other brands - Indian and foreign - available in the market.

Where does India stand in condom manufacture and sales?



- India is one of the largest producers of condoms in the world
- India exports condoms to more than 150 countries
- Indian condoms are made as per international quality norms
- 58 Crore condoms were sold in India in the year 1998.
- The condom market has grown by 40%. About 6 crore condoms were distributed in Tamil Nadu.

Why should anyone buy condoms?

- Condoms prevent the user from contracting STD and HIV infections
- Condoms prevent unwanted pregnancy
- Condoms add fun and pleasure

Tips on condom storage:

- Store in a cool, dry place, away from direct sunlight. Otherwise, the lubrication may dry off.
- Keep away from moisture, as fungus can attack the pack
- Don't stack heavy articles over the condom packs

How do you handle customers?

Why some customers don't buy from an outlet?

The customer thinks :

- The product from the outlet is inferior in quality
- The retailer is not keeping the right measures
- The retailer / staff are arrogant / misbehaving
- Immediate attention is not provided
- Certain products are not available.



So, if a customer were to buy from your shop, what should you do?

- Stock all products that the customer will buy. Keep varieties and different brands for sale.
- Keep quality products
- Gain confidence by proper measurement
- Attend to the customer immediately
- Be warm and friendly with the customer
- Display the products in an attractive way
- Display POPs (stickers, dangles etc)

If the customers are not handled properly, what happens?

- The buyer may not make the purchase
- He/she may not buy any more from your shop
- The customer may bad-mouth your shop thus stopping other customers also from visiting your shop.
- In case of condoms, some customers may go without buying them and thus could be susceptible to infections.

What types of customers buy products from you?

A variety of customers buy from various outlets. For the purchase of condoms, the following classification will be relevant:

- Educated
- Adolescent
- Woman
- Indulgent
- Shy

How do they behave and how they should be handled?

EDUCATED BUYER:

- Does not hesitate
- Asks for a brand
- Knows about product features and brand names
- Would like to complete the transaction smoothly and fast



Role of the retailer:

- Keep stock of generally preferred brands
- Tell about latest products/brands
- Advise to read instructions

INDULGENT BUYER:

- Does not bother much about brands
- Likes to be informed discreetly about products and brands
- Open to advises only if the issue is serious



Role of retailer:

- Be friendly
- Do not take a moralistic stance
- Could talk about STD/AIDS
- Clarify myths associated with condom usage
- Inform about different features
- Advise to read instructions

ADOLESCENTS:

- Hesitant
- Curious and adventurous
- Would like to make a quick purchase

Role of retailer:

- Do not drive them away, for they may end up with a risky behaviour
- Be friendly
- Inform them on dual protection role of condoms
- Advise to read instructions



SHY CUSTOMER:

- Would be hesitant when others are around / not around
- Would like prominent display of products
- If confident, will ask for brands and details in a husky tone



Role of retailer:

- Make them comfortable by welcoming them warmly and being friendly
 - Tell them about the different varieties available and help them make a purchase
 - Highlight that a condom is a commonly used product and there is no need for embarrassment
- Can suggest codes to make the purchase easy and fast (sign language / writing on a paper)
 - Advise them to read the instructions

WOMAN BUYER:

- Would prefer silent purchase of condoms
- Require POP's and product visibility to make the purchase
- Prefers woman seller

Role of retailer:

- POP should be in place
- Product should be kept at a visible location
- Can suggest codes to make the purchase easy and fast (sign language / writing in a paper)
- Camouflage if required
- Advise to read instructions



Why don't some people use condoms?

- They don't use condoms because they think it may not give the natural feel
- Condoms may not be available when they need it
- Confidence on the product and quality perceptions may not be high, due to prior bad experience
- Condom usage may be associated with immorality
- Myths that the partner looks clean and healthy and may not be affected by any disease
- They may hesitate to buy condoms due to the feeling: that the retailer / staff might think bad of them
- They may not buy if the brand / variety / pack size is not available



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How can these issues be addressed?

ISSUE	HOW TO ADDRESS?
Absence of natural feeling	<ul style="list-style-type: none">• It is psychological. Condoms are very thin to allow natural feeling.• Experiment by putting the condom in the finger and touch the covered finger with a small piece of paper. The sensation will not be lost.• Many features are available in condoms to increase pleasure.• Continuous use can increase the confidence about condoms.• Condoms reduce mental tension about the risk of pregnancy, contracting STD, HIV etc.
Availability	<ul style="list-style-type: none">• Condoms are widely available today.• Different types of outlets stock condoms.• POPs are prominently placed in shops where condoms are available.
Confidence about the product	<ul style="list-style-type: none">• May be due to prior bad experiences.• Highlight difference between improper use and product failure• Stress on the stringent quality tests conducted on condoms

ISSUE	HOW TO ADDRESS?
<p>Association with immorality/ What will the retailer think</p>	<ul style="list-style-type: none"> • It is a perception, and the retailer does not know the purpose • Majority of the condom users use it for preventing unwanted pregnancies • Avoid funny looks, giggles etc. which may put off the purchase.
<p>Myths associated with condoms</p>	<ul style="list-style-type: none"> • It is a wrong notion that a healthy person cannot contract STD or HIV. It is always safe to use condoms
<p>Pack size</p>	<ul style="list-style-type: none"> • Need to visit the shops many times may influence the individuals/ user to buy large pack sizes. • Need for keeping it away from children may influence the user for smaller packs. • Different pack sizes are kept at the retail outlet for the convenience of the user
<p>Price</p>	<ul style="list-style-type: none"> • Condoms are available at different price ranges to meet individual requirements (from 25 p to Rs. 6 per piece).

Merchandising

Importance of merchandising

Merchandising is a silent salesperson. The customer decides to buy from a shop that :

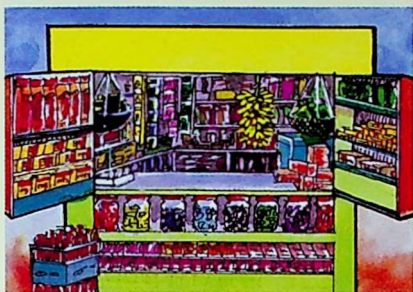
- Looks neat and clean
- Is attractive with window displays and POPs
- Has interiors which are spacious, comfortable and elegant
- Has all products displayed in proper arrangements
- POPs and literature available for the customer to decide on products, brands and offers.

How should you merchandise to attract a customer?

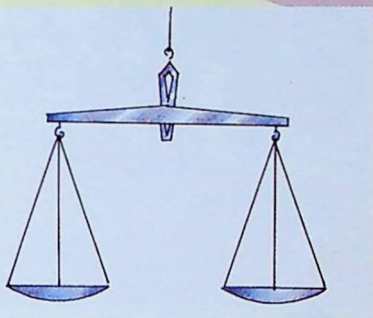


- Keep the shop and products clean and neat. Because a customer likes to buy products from a neat-looking shop.
- Put POPs on the exterior. POPs help customer to be informed of the product and brand. They also let the customer know that a product is available in the shop. Customer may also make impulse purchases by seeing the POPs.
- Display products prominently at eye-level. The chances of the customer buying a product is high.
- Keep products in attractive patterns
- Use the air space effectively, by placing products throughout the shop.

What gets you loyal customers?



- Keep the shop neat and tidy



- Use correct weight and measurement



- Be attentive to the customer



- Be a consultant to the customer when required

- Merchandise the shop well



- Keep low and high value products



- Be courteous and show good understanding of the customer



- Sell only quality goods



- Train the shop people to handle customers well and not to give embarrassing looks, giggles



Thank You.

Let us build a happy and healthy family!



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