

Course Name: Conservation Marketing Skills	
Course Coordinator: Sociology Coordinator	Course Number: MI0013

Overview: Conservation Marketing Skills has been specifically developed to meet the needs of Conservation professionals who are expected to influence their customers and meet conservation goals. The course teaches participants how to be prepared to market conservation, the five step sales process, and how to sell conservation practices or participation in conservation programs.

Purpose: Provide and enhance marketing skills. Provide skill assessment and enhance understanding of selling conservation as well as improve skills in dealing with customer attitudes and selling different customers differently.

Prerequisites:

- Knowledge of the Conservation Planning Process and experience preparing Conservation Plans.
- Complete self assessment materials which are sent out 2-3 weeks before the course and bring to the course.

Duration: Two and one half days

Target Audience: All field-orientated NRCS employees including Soil Conservationists, District Conservations, Soil Conservation Technicians, and Engineers.

Expected Outcomes: Improved understanding of the human interaction process to promote and sell conservation practices or conservation program participation. Enhanced ability to understand working with people to implement conservation goals.

Resources needed:

- 4 Flip Charts and sets of markers (enough for 1 for each group and the instructor - usually 4 are enough)
- Facility with tack up strips or wall surfaces that allow taping of flip chart pages on the walls.
- Facility that allows set up for class room and small breakout groups.

Outline for: Course Agenda Conservation Marketing Skills
Quantum Consultants

The Preparation Stage

- Knowing Your Self – The Impact of Personality
- Knowing Your Customer
- Knowing Your Products and Services – Features and Benefits

The Selling Stage

- The Five Step Sales Process
- Communication Basics
- Probing Skills
- Presenting: The Seven Characteristics of all Effective Presentations
- Handling Objections
- Five Basic Questions to Qualify the Customer
- Closing
- Recognizing and Dealing with Customer Attitudes
 - Agreement
 - Doubt/Skepticism
 - Indifference
 - Objection

Wrap Up / Course Evaluation / Present Certificates