

# Marketing our olive oil

## *Face to face selling*



# Oil to sell?

## Your options.....

- Talk to your local processor and see if he can sell for you.
- Keep it and use as a spray or for your bath!
- “*Face to face*” is what happens when you eventually realize that nobody else can sell your product like you can!
- So, pound the pavement.....

# Character-istics

- Some of you are born marketers
- Others have it thrust upon you
- Some of you should never go near a customer!
- It takes time and commitment
- It is about establishing personal relationships with your customers



**Now you're really cooking.**

**countryenergy**

# Reality Check - 1

- Product range - know what you are selling!
- Positioning – boutique / high end / ?
- Volume / capacity
- Pricing – retail / wholesale
- Likely customers – target groups
- Insurance & regulatory

# Key Ingredients

- Absolute confidence in your product
- Well presented
- Engaging
- Well informed
- Realistic
- A label that can be seen without being gaudy

# Strategy

## Where to find the “faces”?

- Friends
- Charity functions
- Fetes & fairs
- Tastings
- Farmers markets
- Food shows
- Field Days, Shows and Events

# Friends

Where most small growers start

- Provides experience – if little cash!
- Good feed-back
  - Technique
  - Questions asked
  - Pricing
  - Labels

# Charity functions

- Basically charities you are associated with
- Wider 'circle of friends' .....
- Cash flow improves
- Questions get harder
- Maybe a little criticism!

# Fetes & Fairs

- You meet your first aggressive and passionate user of imported oil!
- Dips finger in your taster and sticks in mouth and says something rude
- Looks at your prices and tells you he can get 'the best' for a fraction of the price!
- But you get to meet a few shopkeepers.....
- And put up with the grit in the tasters!

# Tastings

- This is even more 'in your face'
- Excellent experience
- Time consuming
- Long term positioning
- Great feedback
- Don't do the maths on the basis of the day's sales!

# Farmers Markets

- People are there to buy food
- Takes time to build your following
- Think original – don't slavishly copy!
- These markets increased by 12.9% in US last year – great opportunity to start one
- You need to be regular – customers expect you to be there weekly/f'nightly or monthly – to a schedule



# Food shows

- Tougher competition
- Not the place to start!
- Good for exposure
- Need to have more product
- Great to establish relationships with retailers/restaurateurs
- You need a very good handle on product volumes, delivery schedules, bulk pricing
- Lots of false leads. But some big ones too

# Field Days, Shows & Events

- Can be great if you are in a gourmet food area
- People not in 'food mode' if you are stuck between tractors and mowers!
- Also 'orrible if you are between 2 fast food lines! You get peckers but no buyers!
- So really check location etc.
- Always good for 'profile' but can be deadly!



COCO Markets

85 POP  
Nv added  
Buck Bans

Various bottles of drinks on the table, including brands like "DOR" and "WINDO".

Wicker basket containing several cans and a bottle of water.

# Presentation

- Good product range
- Logical display
- Tasting
- Display prices
- Good signage
- Use available info – such as material from AOA



# Attitude

## Critical in face to face

- Do Smile!
- Do look happy!
- Do be engaging!
- Do dress appropriately
- Do try to have 'character'
- Don't ever get aggressive!
- Don't get in the customers face!
- Don't sit at the back of the stall reading!

I Must confess, I've made  
a mess; I dead to give  
this message .....  
But due to my  
ineptitude .....  
This week there is

**NO SQUASAGE!!**

WOW

# Customer groups

different groups behave differently

- 18-26 YO
- Kids
- Ancient of Med origin
- 26 – 90+
- Retailers & hamper groups
- Restaurateurs

# + and -

- **Plus**

- Cash
- Feed-back

- **Minus**

- Time
- Continuous commitment
- Weather
- Loss of weekends

# Things that help

- Seeing your product mentioned in the media
- Tastings
- 3<sup>rd</sup> party comment
- Authentication
- Awards
- Generosity – giving samples





# Reality Check - 2

- Track sales and what works for you
- Wine industry data \$/per adult customer
- Monitor where customers get info from
- Inform your retail/restaurant customers on new products and awards
- Track product range/what is selling etc

# Reality Check - 3

## *the marketing "rule of three"*

For most business plans —

- It will take three times as long to achieve your objective as you anticipated
- You will spend three times as much on bottles, equipment, labels, etc as you expected; and
- You will make 1/3<sup>rd</sup> of the sales you forecast for the first year
- If can survive this, *enjoy!*



## **After all that....**

He laughs when someone rushes up late at a market breathlessly saying .....

*“I need an Aussie  
Extra Virgin  
Urgently”*