

Sales Agent Training Guide

Direct Sales of Mwoto Cookstoves

September 2012

Welcome to the Mwoto Cookstove Sales Agent Training

Purpose of the training

To teach you how to be an Improved Cookstove Expert so that you can make money by helping people get access to safe and money saving cooking methods.

Training Objectives

- Appreciate the effects of indoor air pollution
- Understand how to operate the Mwoto stove
- Appreciate the benefits of the Mwoto stove
- Transfer knowledge learnt to the communities
- Promote and sell Mwoto cook stoves

Introduction to TRAction project and Improved Cookstoves

- Indoor air pollution (IAP) poses a substantial threat to the health of the world's poor.
- Over one third of the world's population still cooks with solid-fuel – including wood, dung, coal or agricultural residues – on poorly functioning traditional stoves or open fires, and this is often carried out in conditions of limited ventilation.
- This increases the risk for developing lower-respiratory infections, pneumonia, cough, watering eyes and even cancer.
- IAP also results in many negative economic and environmental impacts.
- Increasing the use of improved cookstoves, which use lower emission fuels and improved ventilation, can help combat these problems.
- The TRAction project is aimed at developing, testing and evaluating state of the art behaviour change interventions to improve the acquisition and correct use of a locally fabricated Mwoto stove in Uganda. This project is funded by USAID through University Research Corporation (URC).
- This project is implemented by Program for Appropriate Technologies in Health (PATH), Joint Energy and Environment Projects (JEEP) and Center for Research in Energy and Energy Conservation (CREEC).
- The TRAction project will integrate behaviour change interventions including a direct sale model.

Introduction of the Mwoto Stove

- Improved cookstoves that have already achieved widespread dissemination and/or high adoption rates are relatively simple, requiring modest changes in stove and fuel-use practices.
- Unfortunately, these stoves often do not result in large reductions in IAP or fuel consumption. On the other hand, more advanced stove designs, with the potential to substantially minimize health and environmental burdens, generally require more dramatic changes to stove and fuel-use practices.

- Identifying and addressing specific behavior-related barriers will therefore be critical to the successful adoption and correct use of advanced stoves, such as the TopLit UpDraft (TLUD) stove-Mwoto.
- Mwoto stove is a firewood stove that has tremendous potential to make large reductions in emissions of pollutants and fuel consumption relative to traditional open fire stoves.
- The potential value of a Mwoto cannot be underestimated, reducing pollutant emissions by up to 90%, unlike simpler biomass stoves with more modest reductions.

- Appearance:
This stove is enclosed except for the air inlet and it is made out of metal with handles.

- Principle:
Mwoto stove saves on the principle/ fact that it is mostly enclosed and as such most of the heat from fuel heats on to the saucepan/ pot as there are not many openings for heat to escape into air and it ends up making charcoal.

- Benefits of Mwoto Stove
 1. Saves fuel.
 2. Saves time (cooks faster).
 3. Makes charcoal
 4. Reduces smoke in the kitchen or house.
 5. Saves money.
 6. Cooks more with less fuel.
 7. Culturally acceptable.

- This training aims at increasing the knowledge of Sales Agents on the harmful effects of traditional cookstoves and indoor air pollution to better understand and spread awareness to households at the community level.
- This in return should increase the communities' purchase/acquisition and correct use of a locally fabricated Mwoto stove in Wakiso District

Group Formation and Mwoto stove demonstration

Parts of a Mwoto stove



1. Pot Holder

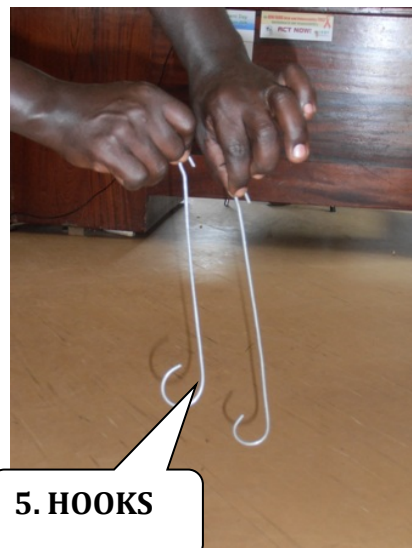


3. Removable Fuel Chamber

4. Air Control Base



2. Out side Cover



5. HOOKS

1. The Pot Holder.
This is where the cooking pot/sauce pan/ kettle sits. It contains the concentrator and riser responsible for the updraft.
2. Out Side cover
It is the most visible part of mwoto stove upon which the handles and stands are installed to make the stove user-friendly and firm on ground.
3. Removable Fuel Chamber
This is a cylindrical fuel chamber with a grated bottom where the fuel is loaded. This is where the burning takes place. It is removable.
4. Air control base
It is connected to the fuel chamber. It controls the burning process. It regulates the amount of primary air entering into the fuel chamber.
5. Hooks
They are used for removing out fuel chamber when fuel has burnt out completely.

Fuels used

- Mwoto uses dry biomass fuels e.g; Fire wood, maize cobs, non carbonised briquettes.

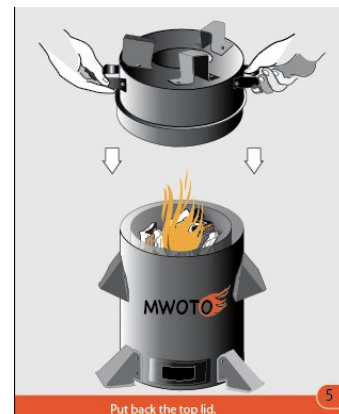
How to use Mwoto stove

- Prepare dry fuel
- Remove fuel chamber from inside
- Pack your dry fuel vertical wise
- Fuel should be packed one inch below the height of fuel chamber.
- Place back fuel chamber inside.
- Use small wood with paper as lighters.



- Open the air controller when lighting mwoto
- Wait for about to four [4] minutes until the starters are burnt completely.
- Gently put back the top lid.

Place what you want to cook on top of the lid.



- Take off your food when the flames stop.

- Carefully use the hooks when removing the hot fuel chamber.
- Use the hooks to pour the hot charcoal into an ordinary stove for more cooking or pour it on the ground and cover it with a saucepan to stop it from burning.



Use the hooks to pour the hot charcoal into an ordinary stove.

Do

- ✓ Use dry fuels and strip the bark
- ✓ Keep air control door open
- ✓ Remove charcoal when flames stop

Do Not

- ✗ Use paraffin to light
- ✗ Do not touch stove with bare hands.

Sales Tools and Planning: Introduction, usage and reporting

Sales Flipbook:

You use the sales Flipbook to take each family through the sales conversation

- The Sales Flipbook will describe the problems with the traditional cookstoves.

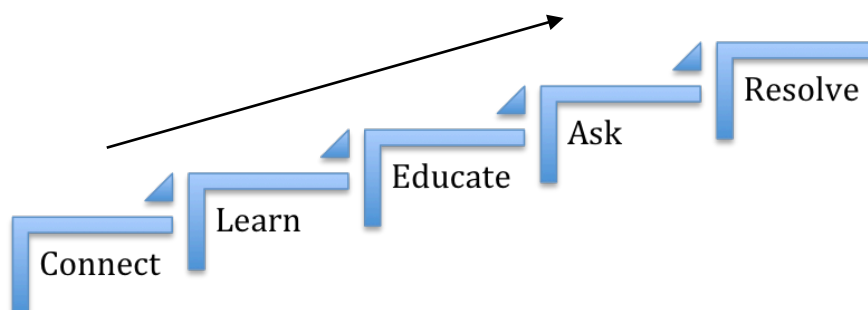
The traditional cookstoves

- Cause very high levels of indoor air pollution (smoke, particulate matter,...)
 - This can result in health problems like cough, suffocation, watering eyes, burns, pneumonia and even cancer
 - Use a lot of fuel and increase fuel costs and transportation costs
 - And take longer to cook food
- The Sales Flipbook will also explain how the Mwoto can solve these challenges
 - It produces very little smoke
 - Uses almost half the fuel of other stoves to cook the same amount of food
 - Cooks food very fast- 2kg of beans can be cooked in less than 1 hour!

Why do we use the flipbook?

1. It gives you an organized plan for your conversation.
2. It tells a story that is easy to understand.
3. People buy when they really understand how the Mwoto will help them.
4. It makes you look professional and trustworthy.
5. It's more effective than just talking.

Steps to follow during a Sales Call



1. CONNECT with potential customers – This is the main method for sourcing your customers, approaching your prospects in their homes or businesses.

2. LEARN about their needs – Every family is unique, so listen for what their needs are first, and then apply what you know so you can then help them improve their situation. The LEARN step is mostly for the benefit of your customers so that they can really understand the need for improving their cooking methods.
3. EDUCATE your prospects about improved cooking habits according to what you learned in the previous step, and how the Mwoto will do this.
4. ASK them to buy – If you want people to buy from you, you must ask them to buy! Expect everyone to buy, but don't be disappointed if they don't.
5. RESOLVE any problems that prevent buying. Some people will say yes right away, while others either won't be interested at all or aren't ready to buy just yet. There is a problem that stands in their way from saying yes and this needs to be resolved.

Sales Tracking Tools:

Tracking our project sales is important; we want to know how we are doing, how we can improve, and if there are specific areas of sales that we need to address.

It helps us to track our performance- both individual performance and the project as a whole.

Sales agents will be expected to use the Sales Tracking Sheet to collect the following information about their customer house-visits.

- Date of house visits
- Customer Name
- Customer Phone Number
- Customer Address- Village/zone + Parish
- Sale Status- either **Sold** or **Not Interested** or **Re-visit**

The sales trackers have to be submitted to JEEP on a schedule decided.

IMPORTANT TO NOTE: New stoves will not be given to sales agents who do not submit their sales data!

Sales Planning Strategies

"He who fails to plan, plans to fail." - Proverb

1. Set reasonable targets but also try to exceed your quota.
2. Increase awareness in the community of your product, services and solutions.
3. Obtain referrals from all your customers.
4. Build relationships. Remember your satisfied customers will recommend you to their neighbours!

Group Brainstorm: Set sales targets and share sales strategies.

Notes:

Frequently Asked Questions

1. How much does the stove cost?
2. Where can we buy it?
Ans: From sales agents.
3. Can it use charcoal?
Ans: No it does not use charcoal although it makes charcoal which can be used in a charcoal stove.
4. How long will the stove last?
Ans: It can last for two years. It has a 6 month guarantee where repairs can be done for free.
5. How can you add more firewood?
Ans: You cannot add more firewood unless you refill it after fuel has burnt out completely.
6. How long will firewood take while burning?
Ans: Firewood can burn for 45 minutes and above depending on the type of wood.
7. Can it cook food for 10 people?
Ans: Yes it can
8. Can the stove steam matooke?
Ans: Yes Mwoto stove can steam matooke
9. Will the stove not burn our children?
Ans: It can burn them but you have to keep them away from a lit stove
10. Why not use paraffin to light Mwoto?
Ans: Paraffin will cause smoke for a long time because it will be at the bottom of the stove yet fire will be burning from top to the bottom.