

Contents

Chapter 1	The product – compost	3
	Compost – a different animal.....	3
	Compost applications.....	5
	Compost benefits.....	7
Chapter 2	Compost marketing	8
	Product marketability.....	8
	Market/product positioning	8
	The ‘market development’ investment.....	10
	Feedstock vs. characteristics	11
	Volume versus value markets.....	12
	Bulk vs. bagged sales.....	14
	Distribution options.....	15
	Derivative products/blending	17
Chapter 3	Market planning	19
Chapter 4	Creating a compost marketing company	20
	The compost supplier.....	26
	The compost salesperson.....	27
	Finding a salesperson	29
Chapter 5	Compost Sales	30
	Prospecting.....	30
	Lead generation.....	31
	The sales call.....	32
	Compost sales tools and services	33
	Technical sales approaches.....	38
	Market segments	
	Agriculture.....	39
	Erosion/sediment control	41
	Landscapers.....	42
	Landscape architects	44
	Reclamation.....	46
	Resellers.....	48
	Topsoil manufacturing.....	50
	Turf – general.....	52
	Turf – sports	53
	Wholesale nurseries	56
	Dealing with common objections	58
Chapter 6	Marketing systems and programs	59
	Developing sales/marketing programs	59
	Sales management.....	62
	Appendix	63
	References and suggested reading.....	63
	Landscape Applications Soil Amending and Mulch.....	64
	Erosion Control Applications.....	65
	Compost Application Rates.....	66
	Example – Lead generation program	67
	Compost utilization pictures	Section 2

