



EPIA Marketing Workshop

Overcoming Objections to Ice Sales

November 10, 2011

Purpose

- To identify objections commonly encountered throughout Europe and develop strategies to overcome them, using:
 - Two Guides developed by the Marketing Committee
 - Small-Group Exercise
 - Role-Playing Scenarios

The Plan

- Results of Pre-Workshop Survey (Jen)
- Overview of Marketing Guides (Bill)
- Small Group Assignments (Jen, Bill, Andres)
 - One Objection per group
 - Brainstorm rebuttals to objections (20 minutes)
 - Role Plays within small groups (10 minutes)
 - One volunteer to play the “Retailer”
 - One volunteer to play the “Iceman/Icewoman”
- Role-Playing demonstration before groups begin their assignments

Marketing Survey Results: Summary

- **10** completed surveys returned out of 37 distributed to producer and distributor members
- Respondents have businesses in France, Germany, Italy, Spain, and UK
- Majority **produce and distribute** ice
- Majority have been in business for **10+ years**

Marketing Survey Results: Summary (continued)

- Majority produce 2 kg. bags of crushed and cubed ice
- Majority have Internal Sales Employees on Payroll
- Majority use Standard Wholesale Pricing Model
- Point-of-Sale Equipment most often requested by new customers are Top-Load Merchandisers

Marketing Survey Results: Most Frequent Past Objections

- I can make ice cheaper than I can buy it from you.
- No one has asked me for packaged ice.
- My store has no demand for packaged ice.
- I'll wait to see how successful other retailers are in selling your ice.

Marketing Survey Results: Most Frequent Current Objections

- I can make ice cheaper than I can buy from you.
- I don't have room for an ice merchandiser or freezer.
- I can get better value for my money from your competitors.
- I don't provide ice to my restaurant customers.

Sample Objection: *“I can make ice cheaper than I can buy from you.”*

Possible Rebuttals:

- Show analysis that buying is cheaper than making if you also sell packaged ice at retail.
- Packaged ice is more sanitary than ice made on premises.
- Can you meet unplanned high demand times?
- Out of stock and machine problems will require ice purchases at retail prices.
- 15% of store-made ice melts before it is used.

Sample Objection: *“I can make ice cheaper than I can buy from you.”*

Possible Rebuttals (continued):

- Do you really want the headache of managing your own ice production when your main business is selling food and drinks, convenience sales, party supplies, etc?
- Do you really need the risk of providing bad tasting and possibly unsanitary ice to your customers?
- How much time do you or your employees spend to maintain your equipment and pay for repairs annually?