

How to Reach Your Customers (Example of Sales Plan)

Type of Customer	Influencer	Events and Methods
General population	<ul style="list-style-type: none"> • Chiefs • Pastors • Friends • Neighbors • Influential community members 	<ul style="list-style-type: none"> • Kiosk • Church Events • Chief Baraza • Market • Funeral • Wedding • Big Gatherings • Dramas • Door-to-Door
People who are sick	<ul style="list-style-type: none"> • Doctors • Community Health Workers • Clinics • Nurses • PTC/Support Groups 	<ul style="list-style-type: none"> • Home Visits • Hospitals & Clinics • Pharmacies • Group Visits
Mothers	<ul style="list-style-type: none"> • Schools • Doctors • Community Health Workers 	<ul style="list-style-type: none"> • Home Visits
Expectant Mothers	<ul style="list-style-type: none"> • Traditional Birth Assistant • Doctors • Clinics • Community Health Workers • Other Expectant Mothers 	<ul style="list-style-type: none"> • PMTC • Door-to-Door • Kiosk
Men	<ul style="list-style-type: none"> • Wives 	<ul style="list-style-type: none"> • Chief Baraza
Kids/Youths	<ul style="list-style-type: none"> • Youth Groups • Teachers • Peers • Parents 	<ul style="list-style-type: none"> • Schools • Parent-Teacher Meetings • Tournaments • Dramas
Hospitals	<ul style="list-style-type: none"> • Chiefs • Doctors • Nurses • Administrators • Patients 	<ul style="list-style-type: none"> • Hospital Visits
Schools	<ul style="list-style-type: none"> • Parents • Teachers 	<ul style="list-style-type: none"> • Parent-Teacher Meetings
Restaurants/Hotels	<ul style="list-style-type: none"> • Owners 	<ul style="list-style-type: none"> • Door-to-Door