



“GIVING IS  
what fuels us.  
GIVING IS  
our future.”  
-Blake Mycoskie

## Selling Story Behind A Product

The important matter in sales is “Giving reason to consumers why buying products”. From so many reasons, the need, quality and price are three main reason, basic, logic and generic. Those aspects results the products to be sold should be considering the consumer’s need, quality of the products and suitable price to compete with the same products from other producers.

Big supermarkets compete one another in selling consumers goods with the best quality with low price. The key factor is at the moment when the consumers star selecting the products to purchase from the supplier and the choice will be on the supplier with good quality and cheap. It sounds unfair, doesn’t it? Do we feel this kind of competition when try selling your products? Do you think your products in at lower price than it should be? Well, try something else, which other products do not have. Something specific about it. Try selling the story behind your products!

### Doi Tung Coffee ([www.doitung.org](http://www.doitung.org))

How does it feel when you sip the coffee in a cafe in airport? Nothing special... I did that when I was in Suvarnabhumi Airport Thailand. How was the taste of the coffee? Nothing different... and it highly costs me! I am not business man, so when I go abroad I only have small money . I sip the coffee and watching LCD in Doi Tung cafe.

Apparently, the LCD screen which I’m watching showcases the history of coffee I’m drinking. It turns out ... Believe it or not, coffee I sip came from a marijuana field! Wait a minute .. I mean .. the coffee beans were harvested from the coffee plantations which used to be a marijuana garden. How?

Here’s the story ...

In the province of Chiang Rai in Thailand there is a beautiful hilly area and is now a tourist attraction for the tourists. 20 years ago the place was very barren and dry. The hills and forests bare, road conditions are very inadequate, people are very poor and most of them living from the opium trade. Poppy cultivation area damaged ecosystems. The girls are even forced to sell to another area or peddle them. Area was part of the Golden Triangle (Golden Triangle) will field the infamous opium.

Looking at the area of concern, the mother of the current king of Thailand, Her Royal Highness Sondej Phra Sirnagarindra Boromarajajonani (Prince Mother) visited the area in 1987. He moved to see people’s poverty in the province of Chiang Rai and try to do something for its own nation. From design, born of a Sustainable Alternative Livelihood Development Project which later was named Doi Tung Development Project in 1988. Princess Mother is committed to spend the rest of his life to improving the environment and the public release of Chiang Rai from poverty and dependence on opium garden.

Among the various approaches used, one of which is trying to turn opium into coffee plantation gardens. Opium farmers trained to grow coffee and beans macademia. Of course,

funds are also prepared to buy the entire crop is available. Step by step, with hard work, persistence, and workable marketing strategy, coffee from this area the better the quality, and increasingly sold on the market. This coffee is now known as Doi Tung Coffee, coffee is selling well because it has an interesting story behind it. In this way, the Chiang Rai slowly get out of poverty and eventually managed to eradicate opium cultivation and distribution of their areas. Hmm .. For some reason, my coffee tastes better now ... I am not vain enough to shell out for coffee ...

### **Toms Shoes & Glasses** ([www.toms.com](http://www.toms.com))

Toms is a company selling shoes. Recently it also has a sunglasses business. Their products are aimed for young people with unique models. What makes it so special? There is a story behind it. Here it..

Every time you buy a pair of Toms shoes, a pair of other shoes will be donated to people in need in other countries. The same applies to the spectacles. The mechanism is of course a huge impact for the sale of Toms shoes and glasses. Widespread stories behind the products Toms make anyone who wears shoes or glasses Toms felt himself as a "good person" who has relieved the needs of others who are afflicted. The perception created is: "When you wear the Toms shoes, a pair of shoes there are others who will be paired on a child in poor countries". Video when Toms distribute their products to the poor in African countries to be a very effective weapon of publication. Toms products are sold at a price quite expensive, selling well and a trend for young people in America and Europe.

I personally do not particularly like the model of Toms shoes and the price is relatively expensive for my pocket. But if one day the product is sold in Indonesia, most likely I am to be buyers. I bought the story, more than the products now ...

### **Good African Coffee** ([www.goodafrican.com](http://www.goodafrican.com))

Its started from 2003, an idea from Ugandan man, Andrew Rugasira. He was concerned to see how people are not getting ahead despite receiving lots of help from other countries. Imagine, for 50 years, Africa has received more than U.S. \$ 500 billion (U.S. \$ 4500 trillion) without any significant change in levels of poverty, health, and corruption. According to Andrew, there are three fundamental things why not help solve Africa's problem:

1. Real aid is not really an aid. Most of the aid were not processed in structurally good procedures and and it has so many obstacles. This causes recipient not free to manage the aid and weaken the capability to improve the economic system.

2. This also weaken accountability. Channelling aid through the government of a poor country because it weakens the accountability of government becomes more accountable to donors than to their own people.
3. It also make a chronic dependence to donors. Poor countries were deeply dependent to aid from donors so the recipient became reluctant to explore domestic resources Limiting creativity and lowering the national pride are very commont here.

Andrew does not believe in foreign aid, he believes that trade is the way out towards a better Africa. Because it is time African Nations process and market their products themselves to the world. For centuries, African produce something they do not consume and consume something that is not their production. Africa simply by supplying raw materials to other countries for processing and to add value. Good African to make a decision to make changes by organizing farmers into producer groups. They also train the farmers about the cultivation of intensive crops and build a good coffee roasting and packing coffee facilities in Kampala in July 2009. Since then, along with increased quality and quantity of the coffee harvest, the company is getting bigger profits and can support farmers and communities around the company. Good African companies invested 50% benefit to the farmers and their communities. With these funds, they supported the creation of cooperatives, providing training agronomic quality, and other services to farmers. Up to now, has formed 16 cooperatives with more than 14,000 farmer members.

Good African has become first African country which produces, processes and do direct product selling to Supermarket in developed countries. For the consumers, they feel if they buy the products, they have helped to African peoples. Organization like Good African also put the story behind the products in every moments they have.

What about yopur products?

There are still many other examples that apparently motivated consumers buy a product not solely on need, quality, and price. When you manage to touch the emotional side of consumers through the story behind your product, needs, quality, and price no longer be a primary consideration.

Well now, what's the story behind your product? Tell the whole world and be prepared for being flooded with orders for your products!!

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