

Summith IRP — Module 3

Marketing & Sales Systems for Cameroonian SMEs



Presentation



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Module Purpose

Structured Marketing Systems

The module helps founders replace random promotion with repeatable marketing systems that convert attention into revenue.

Focused Channel Selection

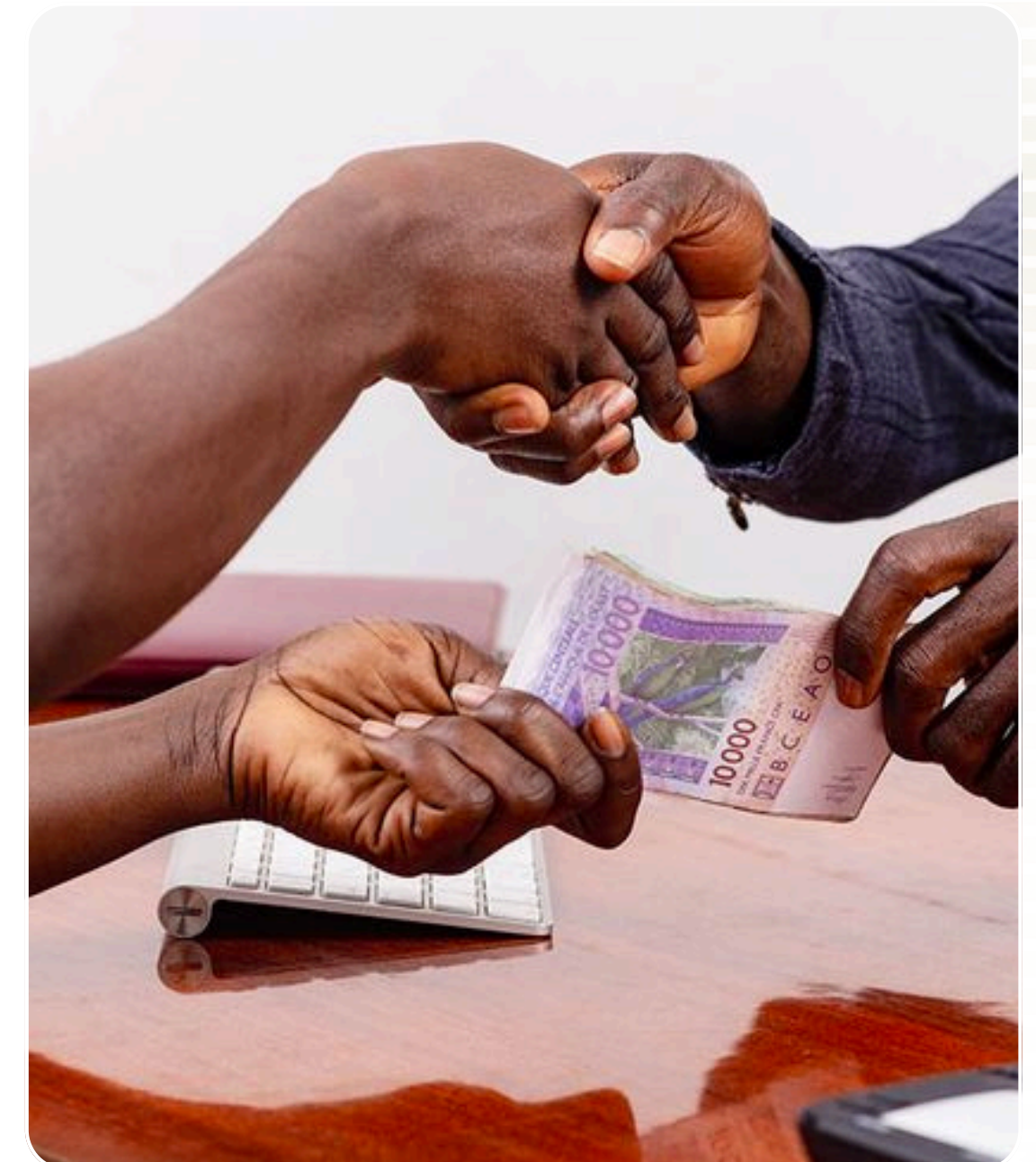
Founders learn to focus on two or three customer channels like mobile discovery and WhatsApp-based conversion.

Linking Marketing to Investor Readiness

Marketing and sales systems are connected to investor readiness through consistent demand and measurable conversion.

Practical Local Tools

The module applies practical tools like WhatsApp, notebooks, and spreadsheets grounded in local business realities.



Why Marketing and Sales Systems Matter in Cameroon

- **Trust and Personal Interaction**

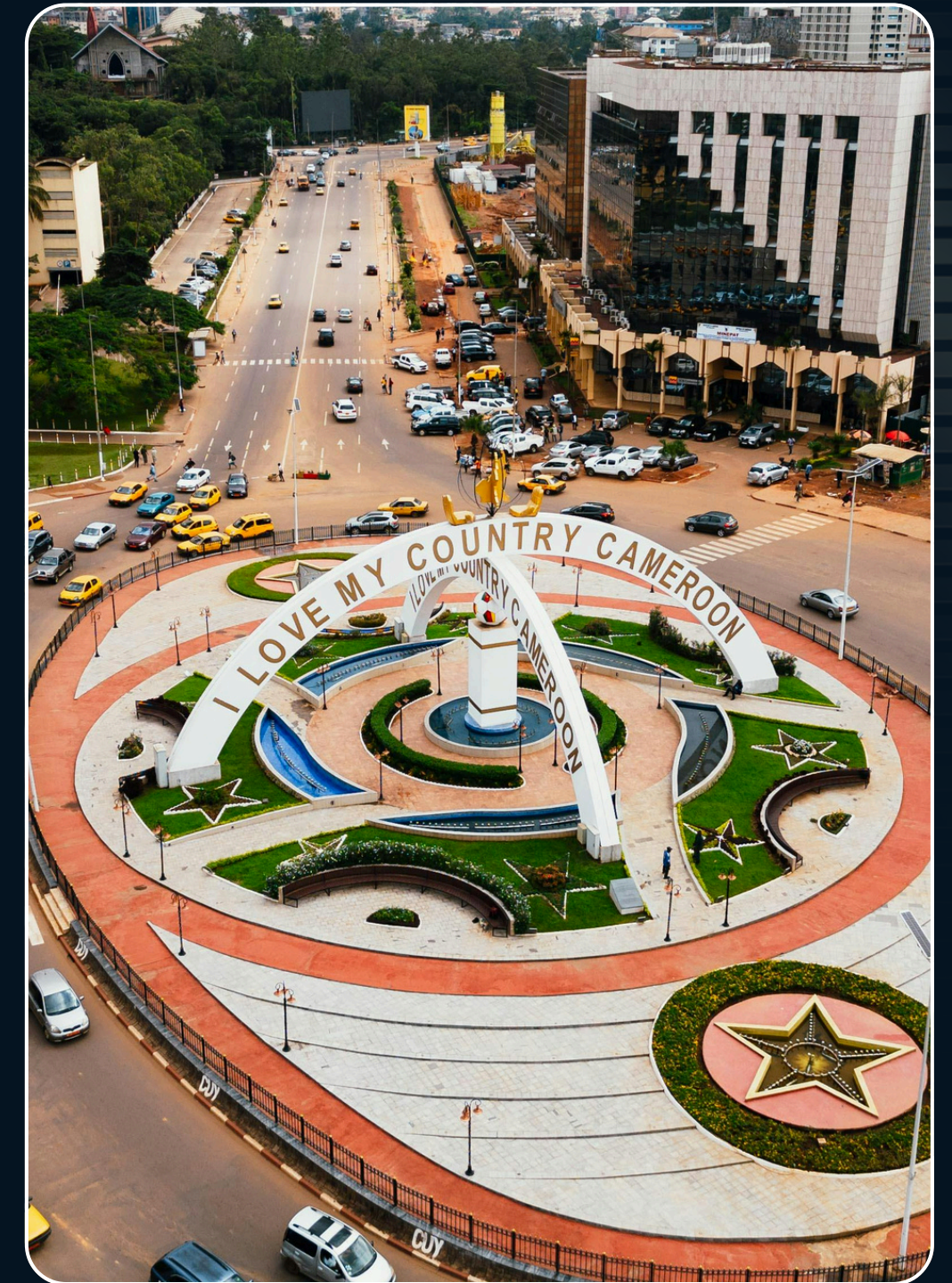
Buying decisions in Cameroon are driven by trust, familiarity, and direct conversations rather than branding alone.

- **Price Sensitivity and Reliability**

Consumers often prioritize reliable service and proof of performance over the lowest price when choosing businesses.

Systematic Marketing Efficiency

- Having clear marketing systems prevents wasted budgets and ensures every action targets inquiries and conversions.



- **Investor Confidence Through Processes**

Documented sales processes reduce risks by demonstrating predictable, repeatable revenue generation despite founder absence.



THE DIGITAL AND MOBILE REALITY FOR LOCAL BUSINESSES

Mobile-First Communication

Marketing communication in Cameroon favors short messages, images, voice notes, and lightweight videos over long texts.

Separated Discovery and Conversion

Customers discover products on social media but complete purchases via WhatsApp, mobile money, or phone calls.

Conversational Trust Building

Trust is built through interactive conversations, allowing customers to ask questions and negotiate before buying.

WhatsApp as Sales Channel

WhatsApp Business tools like catalogs, quick replies, and tracking help SMEs scale sales and manage relationships effectively.



Marketing, Sales, and Systems: A Simple Framework

Distinct Roles Explained

Marketing builds attention and trust, sales convert attention into cash, and systems ensure repeatability without chaos.

Common Misconceptions

Posting content is not marketing alone and being busy does not equal selling effectively.

System Components

Effective systems require a defined offer, clear channel, follow-up method, and basic metrics.

Practical Business Examples

Let the class share examples...



Funnels, Offers, and Channels

The Founder-Friendly Sales Funnel

Six Key Funnel Stages

The funnel includes Awareness, Inquiry, Offer, Close, Repeat, and Referral stages essential for customer journey mapping.

Founder Usability

Designed for founders without marketing training, the funnel emphasizes simplicity and actionable steps over complexity.

Identifying Customer Drop-off

Mapping the funnel helps founders spot where customers drop off, such as unclear contact details or confusing offers.

Performance and Responsibility

The funnel aids in assigning responsibilities, setting timelines, and measuring sales performance effectively.

Offer Clarity Before Channel Choice

Importance of Clear Offers

Clarity in offer defines what is sold and prevents reliance on excessive advertising.

Specific Problem and Customer Focus

Effective offers solve a specific problem for a distinct customer at a precise moment.

Simplified Messaging Strategy

Narrowing to one primary offer increases conversion and reduces confusion in communications

Investor Appeal and Strategic Thinking

Clear offer signals strategic understanding to investors and strengthens sales foundation.

Choosing Only Two or Three Effective Channels

Channel selection discipline.

Choosing two or three channels prevents burnouts and ensures focused, effective marketing efforts.

Channel mix strategy.

A balanced mix includes one awareness channel, one conversion channel, and one trust channel for success.

Testing and optimization.

Founders should test channels for 30 days, review results, and adjust for continuous improvement.



Sales Execution, Proof, and Measurement

Sales Follow-Up Discipline and Lead Management

Importance of Timely Follow-Up

Slow or inconsistent inquiry handling leads to lost sales, emphasizing the need for prompt responses.

Simple Lead Management Tools

Effective lead tracking can be done using affordable tools like notebooks, spreadsheets, or messaging labels

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Next-Step Follow-Up Actions

Every inquiry should have a clear next step such as sending offers, scheduling visits, or requesting deposits.

Mindset: Follow-Up as Service

Respectful follow-up is a helpful service, not harassment, making customers feel valued and remembered.

Cohort-Specific Coaching Notes

MC Smart Homes

- Category: Smart home products + installation
- Finance focus: Track inventory, installation revenue, warranty/service renewals, and gross margin after import/transport/electrical labor.
- Core unit(s): per installation / per device / per maintenance plan
- Key metrics to request: Stock turns; Installation margin; Repeat service rate; Average order value
- Hybrid angle: Debt-like inventory finance first; add revenue-linked element after service subscriptions stabilize.

Using Proof to Reduce Trust Friction

Data Science Cameroon (DSC)

- Forms of Proof

Proof includes testimonials, photos, project images, occupancy proof, demo videos, and voice notes from customers.

- Benefits of Proof

Proof shortens decision cycles, supports premium pricing, and reduces the need for aggressive persuasion.

- Investor Confidence

Proof signals market acceptance and lowers perceived risks for investors.

- Strategic Collection

Founders should identify and collect proof assets intentionally to integrate them into the sales system.

Retention and Referral as Growth Levers

- **Value of Repeat Customers**

Repeat customers cost less to serve and are more likely to provide valuable referrals, boosting growth efficiently.

- **Retention Mechanisms**

Implement reminders, loyalty offers, and maintenance check-ins to ensure customers keep returning consistently.

- **Active Referral Systems**

Proactively ask for referrals after successful interactions to increase demand without extra marketing costs.

- **Investor Readiness Through Retention**

Predictable repeat revenue from retention enhances investor confidence compared to one-off sales.

Simple Metrics That Signal Seriousness

- Core Metrics for Founders

Founders should track inquiries, conversion rate, average order value, repeat purchase, and referral rate for actionable insights.

- Simplicity and Consistency

Focusing on a few simple metrics weekly helps maintain consistency and reveals areas needing improvement quickly.

- Investor Perspective

Basic metrics impress investors by showing founders' awareness of key performance drivers and business health.

Application, Clinics, and Cohort Learning

Applying Systems to Cohort Businesses

- Contextual Marketing Systems

Marketing and sales systems adapt to different business contexts while following core principles, enhancing effectiveness.

- Business-Specific Strategies

Creative studios sell retainers; smart home installers emphasize trust; real estate values quick responses; skincare focuses on proof; restaurants drive consistency.

- Peer Learning and Community

Sharing challenges and solutions fosters peer learning and strengthens the cohort as a collaborative community.

Sunday Clinic Outputs and Hands-On Work

- Practical Output Creation

Founders produce actionable tools like offer sheets, funnel builders, and retention systems during the clinic.

- Collaborative Learning

Clinics use guided work, peer critique, and coach feedback to enhance learning and output quality.

- Realistic Planning

Plans focus on matching available time, budget, and skills for feasible implementation.

- Building Momentum

By clinic's end, founders gain confidence to implement systems, fostering momentum and accountability.

Closing Message: Systems as Growth Infrastructure

- Systems as Growth Infrastructure

Marketing and sales systems form the foundation for sustainable business growth, not just decoration.

- Investor Confidence and Trust

Investors fund businesses with clear communication and consistent customer attraction, driving repeatable revenue.

- Reducing Risk and Burnout

Effective systems reduce risks, prevent founder burnout, and minimize randomness in business operations.

- Progress Through Discipline

Success requires clarity, discipline, and follow-through rather than perfection in business systems.

11. Weekly Submission Checklist (End of Module 2)

- Completed Worksheets 1–8
- Simple 3-month cashflow forecast
- Updated Hybrid Ask worksheet
- One financial control action implemented this week (e.g., cashbook, stock card, rent tracker, proposal tracker, batch costing sheet)