

Tool 4.1: Identify and deploy Women 'Demo' Champions (WDC)

You can tap into capable women from the local community with relevant marketing skills and onboard them as demo providers and commission-based sales agents. The task of these Women Demo Champions (WDC) is to identify potential women customers from the local region, provide technology demos, and share the impact of technology product for the women users, thus generating leads for sales.

Tool objectives

- To improve the accessibility of your technologies and reduce hesitancy among women users to use modern technology by creating a genuine sales pitch.
- To leverage the networks of potential women users to enhance outreach to them.

Action plan

Step 1: Identification of WDC

You can leverage your existing successful women users or identify potential women from local self-help group (SHG) networks who meet the following criteria for WDCs:

- ☐ Should be from the local region where she is willing to provide technology demos
- ☐ Should have a basic understanding of the sales and marketing processes
- ☐ Should have strong interpersonal skills, including building rapport with customers and suppliers.

Note: Refer to '[Annexure 1](#)' for sample interview questions to onboard a WDC.

Step 2: Onboarding policy

Develop a statement of purpose (SoP) for applicants.

- ☐ Define the objectives and scope of work for WDC.
- ☐ Specify the stipend/salary/compensation, sales incentives, and organisational norms and clauses in the SoP.

Step 3: Training and capacity building

Train the onboarded WDCs on marketing and sales techniques and technology-related specifications.

- ☐ **Training mode**
 - ☐ Conduct virtual sessions for WDCs situated in diverse locations. A daily training session of two to three hours over three days can be used to cover specified modules focusing on technology-related specifications, role objectives, and marketing skills. (*Disclaimer - These training sessions are customisable to a technology and numbers are only indicative*).



- ☐ Organise in-person training sessions based on your resources and feasibility for designated WDCs to participate in. These in-house sessions will span two days, with each day comprising five to six hours of training on modules addressing technology specifications, role objectives, and marketing skills.

Sample training module (only for reference): [Sales Agent Training & Development Guide](#) by Jibu.

- ☐ Communicate the objectives of the WDC role. Typically, the objectives are as follows:
 - ☐ To create awareness about the technology in her local community and organise demo sessions with a minimum number of unique audiences for each demo.
 - ☐ Explain details of technology features and specifications and provide a working demo.
 - ☐ Get people interested in buying the technology and record the essential know-your-customer (KYC) details of these people to be shared with your marketing team.
- ☐ Conduct quarterly progress check-in to evaluate and enhance the skills of the onboarded WDCs.

Step 4: Equip the WDCs

For effective engagement of the WDC, provide her with

- ☐ Technology usage manual, brochures, and brand collateral with detailed feature descriptions (in vernacular languages).
- ☐ A standard procedure for order processing and recording customer KYC details.
- ☐ Demo feedback forms (hard/soft copies) for attendees.
- ☐ Set incentive percentage for each technology sale (in addition, offer compensation, such as a service fee, per demo fee, and a monthly stipend to compensate for the time and effort spent in organising and providing demo).
- ☐ Create WhatsApp groups comprising WDC and your point of contact (PoCs) for easy communication and check-ins.

Note: Refer to [‘Annexure 2’](#) and [‘Annexure 3’](#) for introduction template for WDC and checklist for conducting demos.

Pro tip:

- Record sessions during virtual training and share them later in subsequent training sessions, eliminating the need to repeat virtual or in-person training.*
- Incorporate interactive and engaging training methods, such as role-playing and a workshop model. This will ensure that WDC training is experiential and captivating.*

Indicative: Required resources and cost and time implications

Resources: Women Demo Champion, a dedicated trainer, training materials (soft and hard copies), training set-up (laptop, internet connection for virtual training), technology-related collaterals and brochures.

Indicative cost heads*	Cost implications Low: USD 0–2,500 Medium: USD 2,000–5,000 High: USD>5,000	Time implications Low: 1–3 hours/week Medium: 4–5 hours/week High: >5 hours/week	Frequency of expenses
In-person training	Low	High	Per training
Trainer cost (salary/ honorarium)	Medium	Medium	Monthly
Training materials	Low	Low	One-time

Collaterals/manuals/brochures	Low	Low	Per demo
Service charges/commissions	Low	NA	Monthly
Sales incentives to demo champion	Low	NA	Per sale

**Note: This calculation provides an overview of the primary cost categories associated with the implementation of this tool. Minor expenses may also be incurred.*

Source: Authors' analysis

Potential indicators to measure success

- Number of technology enquiries each WDC received, tracking the growth over time.
- Increase in the number of technology products sold directly to users facilitated by WDCs.
- Increase in the quarterly income of WDC.

Success story

Neetu Tandon, a 49-year-old from Agra, founded Shri Ambika Natural Products. She manufactures juices, crushes, candies, and other products using Kissan Dharambir's multi-purpose food processing machine. Recognising her enterprising acumen, [Kissan Dharambir](#) onboarded her as a demo champion in 2022 and provided tailored training to enhance her skills. As a demo champion, Neetu provided a demo of the technology to potential customers, sharing technology-related impact, specifications, and how it supports her livelihood activities. She generated four to five potential sales leads each month through these demos, showcasing her efficacy as a demo champion.



Image: Ceew/Emotive Lens

Neetu Tandon, user of a small horticulture processor, giving technology demo to local communities.

Annexure 1: Sample interview indicators for the selection of candidates for the Women Demo Champion role

1. User profile

- Q1: Since when have you been in business/livelihood? What is your prior work experience?
Why did you feel the need to upgrade the technology you are using?
- Q2: Are you a member of a SHG? Since when? Do you hold any decision-making power in the group?
- Q3: How do you learn about what is happening in the localities and nearby villages? Do you access phones, WhatsApp, and the internet?

2. Ease of using the technology (in the case of existing users)

- Q1: How did you learn about the technology (*triggers: Radio, TV, Friends or family, flyers, demo sites*)?
Did you choose to buy it on your own, or did someone give it to you? Whom did you consult to make a decision?
- Q2: Did you see a demo of the technology before purchasing it? How did you trust the effectiveness of this technology?
- Q3: Do you understand the technology and process behind it? Can you install and troubleshoot it on your own?
- Q4: What feature/features of the technology do you use the most? Why?
What feature/features of the technology do you use the least? Why?

3. Customer base (in case any)

- Q1: What is your rough number/ percentage of male and female customers?
(*Prompts for interviewee: Contact female customers directly or through male members. What is the level of interaction with female customers*)
- Q2: Where are the majority of your customers from?
How do you reach your customers? (Prompt: WhatsApp, telephone, word of mouth)
- Q3: How do you attract new customers? What steps do you take?
Do you need help to attract new/more customers?
- Q4: What challenges/barriers do you face in reaching or selling to more female customers in the field?
(*Prompts for interviewee: high costs of transportation to access women customers in rural areas, cultural norms that prevent you from reaching or communicating directly with women, language barriers, lack of technology understanding by women customers, lack of interest in the technology, high technology cost that is unaffordable for women, other*)

4. External support systems for the business

- Q1: Did you require financial support to purchase the technology?
Did you receive financial support from the government, local SHGs, or non-government organisations (NGOs)?
Did you take a loan to buy the technology?
- Q2: What organisations and people do you engage with as part of your business/ livelihood? How do you access them?
- Q3: What specific challenges are you facing in your business right now? What support would help you overcome these challenges?

5. Interest in being a demo champion

- Q1: Let us say we are hiring women champions for the technology. Would you be interested in doing it?
- Q2: Are you comfortable talking about the technology to friends and strangers? What is your usual reach?
- Q3: Are you okay with the incentive we are provisioning? What support will you need to do it?

Annexure 2: Introduction template for Women Demo Champion

1. Telephonic/in-person conversation template

Namaste _____ !

My name is _____, and I am calling from _____. How are you? Can I speak to you for 5 minutes?

I am a user of XYZ technology. I have been using it to make _____, and I have sold these technologies in the market for a reasonable rate. I have been using this technology for _____ months/years, and it has been very useful to me.

I am demonstrating this technology on _____ at _____. I am doing this to teach other women how to use this technology so that many women like me can generate income.

Please share this information with your network and encourage women to come to see the demo.

Note:

- Remember to share the leaflet/brochure if you are speaking in person.
- Share a leaflet/brochure via WhatsApp if this is a telephone conversation.
- Please convert these to vernacular languages.

2. WhatsApp message template

Namaste _____ !

My name is _____, and I am from _____.

I am a user of XYZ. I have been using it to make _____, and I have sold these technologies in the market for a reasonable rate. I have been using this technology for _____ months/years & this technology has been very useful to me.

I am demonstrating this technology on _____ at _____. I am doing this to teach other women how to use this technology so that many women like me can generate income.

Time:

Date:

Location:

If you are interested in attending the demo, please send me a direct message.

Note:

- Please convert these to vernacular languages.
- Share technology leaflet/brochure.

Annexure 3: Checklist for demo by Women Demo Champion

Pre-demo

One week before the scheduled date

- ☐ Prepare a list of potential participants for the event
 - ☐ Local community centres—religious centres, community clusters
 - ☐ Neighbours—door-to-door
 - ☐ Local SHGs
 - ☐ Any other local partners identified for the region
- ☐ Prepare information to be shared while reaching out to partners. (Use the **Introduction template for Women Demo Champion - 'Annexure 2'**)

- ☐ Reach out to potential participants for the event
 - ☐ Inform local community centres - religious centres, community clusters, self-help groups
 - ☐ Inform through local radio
 - ☐ Inform neighbours—door-to-door
- ☐ Print technology brochures necessary for the event
- ☐ Prepare a budget to conduct a demo (Use **Budget template**)

Budget template

Date of Demo:

Items to be captured in the budget

- *Travel expenses*
- *Printing costs*
- *Refreshment costs*
- *Other expenses*

Item	Number required	Price per piece	Total amount

- ☐ Prepare participants to register for the event
- ☐ Arrange for refreshments for the event
- ☐ File/save all necessary bills for reimbursements

On the day of demo

- ☐ Set up the demo area
 - ☐ Table for the processing technology
 - ☐ Seating arrangements for participants
 - ☐ Arrange raw materials for demo
- ☐ Place standee in a visible area
- ☐ Place brochures to be distributed
- ☐ Place register to mark participant attendance (Use **Attendance Sheet**)

Name	Age	Address	Phone number/ contact details	Are you interested in purchasing the technology?

- ☐ Designate someone to capture pictures of the event

During the demo

Flow of the demo:

- ☐ Share your story about starting your business
 - ☐ Why did I start this business?
 - ☐ How did I come across the technology?
 - ☐ How has this benefitted my life?
 - ☐ How can it benefit the participant?

- ☐ Brief introduction to the food processing industry and its need
- ☐ Introduce the technology and the functions that will be shown in the demo
- ☐ Demo of the technology
 - ☐ Mention technology pricing and warranty
- ☐ Share how interested customers can reach you
- ☐ Address any questions or concerns raised by the participants

Post-demo

- ☐ Share technology brochures with participants
- ☐ Take a group photograph with the technology and participants
- ☐ Have participants mark attendance and indicate if they have an interest in buying the technology.
- ☐ Distribute refreshments (after attendance is marked)
- ☐ Follow up with participants interested in purchasing the technology (as marked in the attendance sheet).
 - ☐ Contact via phone/WhatsApp
 - ☐ Speak to them (phone/in person) to understand their challenges, if any
 - ☐ Reach out to the team to convey the leads
- ☐ End of the month, share photos, and list of participants with the team