

## Preconference Workshop: Compost Sales & Marketing – from Waste to Wealth

Welcome to an all-inclusive course on successfully branding, pricing, marketing, selling, and distributing your compost while developing & maintaining key relationships through the process. This course is suitable for both beginners and those experts looking to increase their sales.

During this workshop the instructors will also facilitate 2-4 highly interactive breakout sessions where students will have the opportunity to create marketing literature, role play sales scenarios and objections, as well as take part in very common dialogue between sales and operations.

The goal is to empower composters to sell more finished compost through marketing and relationship development.

**Instructors:** Ryan Cerrato, Emma Yates, plus other guest speakers

**Fee:** \$320 for USCC members, \$395 for nonmembers

**Duration:** 9:00 AM to 4:30 PM, with one hour for lunch (not included)

**CCOM™/CCP™ PDHs:** 6.5

### Agenda

- 1) Introduction
- 2) Identify Your Market
- 3) Operations and Equipment
- 4) Working with Subcontractors
- 5) Marketing
- 6) Making Sales
- 7) Maintain and Grow

### About the instructors:

**Ryan Cerrato:** Mr. Cerrato currently serves as the Vice President of Product Marketing for WeCare Denali where he oversees all of the company's Product Sales and Marketing related activities and staff. Mr. Cerrato started with Denali as Director and was responsible for the development and execution of marketing plans, sales plans, and overall business development related activities as it pertains to WeCare branded products, including WeCare Compost, WeCare Roofmix, and WeCare Engineered Soils. Mr. Cerrato currently serves as a founding board member of the NJCC and resides in Garnet Valley, PA.

**Emma Yates:** Ms. Yates currently serves as a Business Development Associate for WeCare Denali where she develops and maintains relationships as they pertain to product sales. In addition to direct sales activity and relationship management, Ms. Yates serves a vital role in executing marketing campaigns, designing promotional items, as well as managing WeCare's social media marketing efforts. Ms. Yates currently serves on the USCC Market Development Committee and resides in Marietta, GA.