SAFEWATER PROJECT

Business Module

PART 1 : Training Sales Agents/CHA

The first step is to gather a team to communicate the benefits of your filter to community members. The goal is for these conversations to lead to sales. Sales make sure that:

1) The customers will have access safe water for up to 25 years
2) Your organization has enough money to continue to operate

PART 1.1: Recruitment and Selection

To find the best people for the job, one option is to prepare a job description or advertisement for the position and have people apply to take part in the training. This step is optional, since you will determine at the end of the training whether participants are ready.

If possible, it is helpful to select a team that already has a similar role in the community. For example, in Koboko, the Safe Water Project trained Village Health Promoters to also work as Community Health Agents. This team already went door-to-door educating people on health, so they were able to combine sales and marketing with their current jobs quite easily.

PART 1.2: Literacy

The location you have chosen to work in may have a high illiteracy rate which will make budgeting and other necessary business activities much more difficult. If this is the case, it is recommended that applicants write a basic math and writing test before being selected to participate in Community Health Agent (CHA) training. A sample test provided by PATH: math test.

CAWST offers workshops that will help in training agents on proper water treatment and storage methods. Demand Creation document can be downloaded here.

Key Opinion Leaders may ask for a free filter. Do not give them one for free because this will create an expectation of donations and will make it very difficult to earn money and continue the project later on.

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PART 2．：Safe Water Social Ventures CHA Workshop

The following training has been used for the Safe Water Projects. It is designed to take 3 days but can be adjusted depending on how much time is available. To help with teaching, the trainer should try the exercises at the end of each section.

Figure 1 Optional Name Badge for Trainer Example

Introduction

Purpose: To get everyone comfortable, prepared and excited for the training.

Process:
Begin by creating a welcoming atmosphere where cooperation and participation are encouraged. To do this, start by having people introduce themselves if they do not already know one another. Then, discuss the expectations of both the trainer(s) and the participants. Having these conversations early will help to set a standard of behavior and care in your organization.

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Expectations

1) Briefly explain what the training will be about and ask participants to share what they expect to gain. Some options are:

- They can write down their own lists in groups and present them, or
- The trainer can write them all down in the front of the class

As the trainer, keep their expectations in mind throughout this training and the operation of the business. It is important that your team members are satisfied because this will keep them motivated.

2) Explain what is expected from them. This will mainly focus on their attitude and skills.
    - Be knowledgeable
        - They should be able to explain the biofilter to all education levels
    - Be positive, hardworking, and friendly
        - A good team player who is always trying to improve

3) Ask what they expect from each other. This will likely start a discussion about the importance of things like teamwork, support, honesty, and accountability.

Payoff: A shared understanding of what the training is about and how it can benefit the participants and the community.

Part 1: WASH/Health

Purpose: To teach CHAs about waterborne illnesses so they can educate community members about the importance of safe water, sanitation, and hygiene. With this knowledge, participants will be able to understand how unsafe water affects their health and how the biosand filter can help.
Process:

PART 2 . 1 : Water Borne Diseases

Start by discussing the importance of water in our lives. Some examples are:

- Our bodies are 70% water and our organs need it to function properly
- We lose water when we breathe, sweat, and digest
- We cannot survive more than a few days to one week without water
- We use it every day for many different activities
    - Washing
    - Cooking
    - Cleaning
    - Drinking

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When water is not safe, we can get sick from these important daily activities. Waterborne diseases are in the gastrointestinal system. This is the system in our bodies that helps to digest food into energy and includes the mouth, stomach, intestines, and colon. The diseases come from bacteria or parasites living in the water which then enter our bodies and travel through these organs. This can cause great suffering.

Now, ask group about the most common symptoms people they know experience and any medical treatment they use. Hand out this summary sheet with pictures and diagrams for participants to follow along and remember what they've learned. They should also keep this sheet after training and use it to help with education and sales in the community.

The most common health problems are typically: Take poll in class

- Typhoid. Symptoms include:
  - Fever
  - 30-60 days after exposure
  - Abdominal pain, headaches, constipation
  - Diarrhea (and dehydration)
- Cholera. Symptoms include:
  - Diarrhea (and dehydration)
  - Vomiting
  - Muscle cramps
- Guinea worms. Symptoms include:
  - Parasite emerging from the skin
  - Fever, swelling, pain

This list might change depending on where you are located. The most important thing is to discuss the most common and serious water-related illnesses in your area. Which would have been identified in your market assessment.

PART 2 . 2 : Contamination Pathways

Now that the health effects of unsafe water are understood, it is important to explain how these infections happen. If you don't know why you are getting sick, then you won't know how to prevent it. All these diseases mentioned above are because of bad bacteria in the water we drink or use. Here is a simple explanation:

- There are good and bad bacteria living all around us. Bad bacteria live in our stomachs and animals' stomachs because they like places where there is no oxygen (air that we breathe) and it is warm (around 37 degrees Celsius).

- Good bacteria like outside better because there is oxygen. Good bacteria can eat the bad bacteria.
- There are different ways that the bad bacteria enter our bodies, and this is what we want to prevent.

For the following topics, the trainer should refer to the CHA handout and ask participants to share their experiences.

PART 2. 3: Disease Transmission Routes

Bad bacteria come from feces (human or animal) and 1 gram of feces has billions of bacteria living in it. One gram of excrement is about the size of a very small rock.

The **Routes** that the bad bacteria can travel and enter our bodies are:

- Flies carry bacteria from feces to food that is eaten
- Using water from contaminated sources such as dirty pipes, open streams, wells, or boreholes too close to latrines
- Having gardens with no fence where animals can defecate and contaminate food
- Not washing hands after defecation and then touching food or mouths

In order to block these routes and prevent the spread of bad bacteria, there are different **Barriers** that we can use to prevent the bacteria from entering our bodies:

- Dig latrines far enough away from water source
- Fence around garden
- Wash and cook fruits and vegetables
- Wash hands before eating and after defecation
- Cover food
- Water treatment methods: UV, boiling, sand filters
- Ultra-violet- powerful UV lights use the same kind of light as the sun to kill bacteria in the water
- Boiling- letting the water boil for one-minute kills bad bacteria in the water
- Biofilter- creates a home in the top layer for the good bacteria to live and eat the bad bacteria from the water

Depending on how much education the participants have, you can choose to spend more or less time explaining this topic. They should be able to understand it well enough to teach others before moving on.

Exercises:

- Have participants break into partners or small groups and practice explaining about WASH, transmission routes, and barriers to each other in skits in front of the class. Ask the class for feedback on what was done well and what can improve. This will be good practice for the final test of selling a filter.

- Refer to the CAWST training guide for more options such as the "Sanitation Ladder". CAWST's transmission routes & barriers activity and cards can be downloaded from this link.

PART 2. 4: Water treatment Methods

The transmission barrier we are focused on is "water treatment methods" and, more specifically, the biosand filters. These filters are a method of Household Water Treatment meaning that the water is treated and stored in the same place where it will be used-in the home. This is a safe practice because water can become contaminated during transport, either through pipes or carrying. Other benefits of Household Water Treatment include:

- Improved water quality
- Significant reduction in diarrheal disease
- Very cost-effective
- Easy to implement within vulnerable populations
- Can be implemented in urban or rural environments
- Encourages self-reliance (people are responsible for their own safe water)

Ask the participants if they have any thoughts or questions about this before moving on.

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PART 2. 5: Biosand Filter How It Works?

Biosand filters are one method of household water treatment. The pictures and information on the second page of the handout describes the details of the biosand filter:

- Discuss the four ways the filter kills the bad bacteria and makes water safe to drink:
  - The good bacteria eat the bad bacteria in the biolayer
  - The bad bacteria get trapped between the sand
  - The bad bacteria die from not having food or air
  - The bad bacteria get stuck to the sand

- Discuss the rules for proper use of the filters:
  - Boil your water for the first 30 days because this is the time when the biolayer is still developing.
  - Water needs to always be from the same source because the biolayer (good bacteria) gets used to a certain amount and type of bad bacteria. If that changes, it will take a few days to get used to the new kind. If you must change sources, boil the water for a few days after filtering to be safe.
  - Do not pour in chlorinated water because it will kill the good bacteria.
  - Pour in clear water, otherwise the filter can get blocked. If the water is not clear, let it settle for a few hours before using the filter.
  - After a while, if the filter is very slow and dirty, use the Swirl and Dump method described on the CHA information sheet
  - Do not use the same container that collects dirty water to store the clean water. The storage container should be cleaned with a small amount of Javex or bleach before using.

Payoff: A group of individuals with a great understanding of waterborne illnesses and the importance of safe water who can communicate what they know to other community members to create awareness and action.

PART 3: ECONOMICS

Purpose: To teach CHAs about the financial savings from safe water so they can educate community members who spend much of their money on other treatment methods or medicine.

Process:
The CHA will help others understand how it is cheaper to buy a biofilter than to treat waterborne illnesses or treat water in other ways. Page 2 of the CHA handout has examples and illustrations which they can use to help them explain this.

People in the community may believe that they should not pay for water since they are able to get it for free. However, if it is making them sick and costing money for medicine, it is not actually free. Money spent on medicine or time away work or school can add up to a large amount year after year. Simple math can be done to show how much money a community member can save over the long term by buying a biofilter. Below is an example of the typical questions to ask and how the savings can be calculated. The trainer should go through this example with the class to make sure everyone understands. The following example is in USD. For your training, use whichever currency is best.

The easiest way to calculate the savings for 20 years is to calculate for 2 years and then multiply by 10 by simply adding a 0 to the 2-year amount. Use the following examples for guidance:

Example 1: A family who does not boil their water

- Where do you get your water from? The stream nearby
- Do you treat it? no
- How? N/A
- How much does this cost? N/A
- Do you buy bottled water? No
- How many people in your family have had typhoid in the past two years? 3
- What is the cost of the medicine and transportation?
  $50 for medicine and $2 for transportation to and from the hospital
- Did they miss time away from work or school? What wages or school fees are spent in this amount of time? (repeat this question for every disease)
  Yes. They missed work for one week each. They would have made $2 each in this time.

Once this is added up for the cost of untreated water for one year, multiply by 10 to get savings over 20 years. This is how long the biofilter lasts.

Average cost for two years:

- $50 (medicine)+$2 (transportation)+$2 (income lost) =$54 each time
- 3 cases of typhoid over 2-year period

Total cost for 2 years=3 illnesses x $54=$162

In 20 years, this family would spend $162x10=$1,620 on treating waterborne illnesses. The cost of the biofilter is $100. Therefore, they would save $1,520 USD over this time.

Once these savings are calculated, ask the participant:

1. What would they do with this money if they had it?
2. How could it help improve their lives or their children's lives? Make sure to include both water treatment and medical costs.

Example 2: a family that boils their water

- Where do you get your water from? The stream nearby
- Do you treat it? yes
- How? We boil it
- How much does this cost? $20/year on wood
- Do you buy bottled water? No
- How many people in your family have had typhoid in the past two years? none
- What is the cost of the medicine and transportation? N/A
- Did they miss time away from work or school? What wages or school fees are spent in this amount of time? (repeat this question for every disease) N/A

Once this is added up for the cost of untreated water for one year, multiply by 10 to get 20 years. This is how long the biofilter lasts.

Average cost for two years:
Cost to boil=$20x2 years=$40
Total cost for 2 years=$40

Note, could also add in the cost of their time spent getting wood.

In 20 years, this family would spend $40x10=$400 on wood to boil their water. The cost of the biofilter is $100. Therefore, they would save $300 USD over this time.

Once these savings are calculated, ask the participant:

1. What would they do with this money if they had it?
2. How could it help improve their lives or their children's lives? Make sure to include both water treatment and medical costs.

The trainer should tell the participants how important it is to know the savings their own family can have by installing a biosand filter. If they do not believe that the biosand filter will lead to great benefits and savings, they will not be able to sell it to others. These exercises will get them ready for the next step of the training, which is sales.

Exercises:

1) Ask for volunteers in the class to answer the questions and calculate their family's savings over 20 years for the entire class to see

2) Divide into groups and have participants ask the proper questions and calculate each others' savings over 20 years and have them share their results, or

3) Each participant can be responsible for calculating their own cost from the past year as homework to figure out how much they themselves could save and share their results the following day

Each exercise includes sharing with the class because it is important to show that the biofilter is cheaper for everyone no matter their income or lifestyle.

Payoff: A group of individuals who can explain the economic benefits of buying the biofilter to community members with different levels of income and lifestyles.

PART 3 . 1: Sales

Purpose: To prepare the CHAs to explain the benefits of the biofilter to all community members no matter their different beliefs or level of education.

Process:

The final test of this training is for the participants to sell the trainer a filter. If the trainer is convinced, they would purchase one, then the participant is now a certified Community Health Agent with the organization. Keep this in mind as you are going through the training topics and try to prepare your group as much as possible along the way.

The participants may use the one-page guide to help them in the conversation with the potential customer. Note that they do not need to go through all the steps if the customer already knows that part.

It is helpful for workshop participants to keep in mind the benefits of the biosand filter and who it benefits. Here is an example list to get you started:

- *Less expense on medicine*
    - *Benefits customer because they can save more money*
    - *Benefits community because doctors will have more time to treat other illnesses*
- *Improved health*
    - *Benefits customer because they will be able to work and enjoy life more*
    - *Benefits community because people are more productive and happier, there is less sickness or death from waterborne illness*
- *CHAs and filter technicians have an income*
    - *Benefits community because more people are employed so there is more money to spend on local goods and education*
- *Cleaner treatment method*
    - *Benefits community because it avoids pollution from burning wood or charcoal and preserves these resources for other important uses*

Explain that none of these benefits can be experienced unless we tell the community about the biosand filter. Therefore, sales are so important, and expect there will be challenges along the way.

Points for CHA to grasp

1. Know Your Audience

Each sale will be different and the CHAs will have to change their approach to match who they are selling to. For example, you will not need to educate a doctor on the health effects of drinking unsafe water, but you would have to explain in more detail with someone who has little or no education. On the other hand, educated people may require more proof or examples of Key Opinion Leaders or other educated people who have a biofilter since they may not be trusting. Every person could have their own challenges for sales and it is important that the CHAs are prepared.

2. Ask Questions

This is based on a method of sales called “spin selling” where the seller asks many questions to the future customer. By asking the right questions, the future customer reaches a decision to buy without pushing from the seller.

Start by introducing the idea:
Imagine how you feel when someone tells you what is best for you without taking the time to understand you. Imagine they come into your house and explain many facts and numbers to convince you to buy something. Even if everything they are saying is true, you may not want to listen or you may not have had enough time to think about it. Now, imagine if someone asked you many questions

about yourself and you were able to see how the product would help you. Which way would be more convincing to you? Why?
The trainer should ask the participants to share their thoughts and lead a short discussion.

The idea behind Spin-Selling.
The steps to practice this method are:
Step 1: Give an introduction of who you are, why you are there, and the value your organization brings.
For example*: I am Bruce and I'm here to explain how biosand filters can help us have safe water, avoid getting sick and save money*.
Step 2: Ask questions to figure out how you can help. You can start calculating their water-related expenses as they answer certain questions.

The questions for the CHA to ask are under four topics:

- Situation: What is their situation right now?

Where do you get your water from? How long does it take to get it? How often do you collect water? Do you treat it at all? If so, how do you treat it? How much does this cost?

- Problem: What causes them pain or challenges?

Does this water ever make you sick? How often? How much does medical treatment cost? How many people in your family have been sick this year?

- Implication: How does this impact their life?

How long do you have to stay home from work when you are sick? Do your children have to stay home from school when they are sick? What does being sick prevent you from doing? How much of your income is spent on treatment? What else could you spend it on if you did not get sick from the water?

- Needs-payoff: How can your product help?

How would having safe water in your home help with the problem you are facing?

Step 3) Show how you can help.

- Present your calculations to show the specific savings they could have over 20~~5~~ years. Make sure they understand each step.

- Share stories of others who experienced similar problems and have had their lives improved by the biosand filter
- Connect safe water to solving the problems they have shared with you. For example, if their problem is that they cannot afford school for their child, you can show that the money they will save every year from avoiding illness and other treatment methods can be put towards this schooling.

Step 4) Conclusion

- Summarize the benefits of the biosand filter
- Make sure you have connected back to all problems they have shared
- Ask if they are interested in buying one
  - If not, ask if they would like to attend an installation or set up a meeting for the future
  - If not, don't be discouraged. Come back again in about 1 month.

Exercise: Have the group think of questions to ask. Try some role-playing skits in small groups and discuss feedback. When role-playing the sales process, encourage participants to act as different kinds of community members to see how the CHA changes their approach.

PART 4 : Challenges

Once CHAs are comfortable with calculating savings and asking the right questions, it is important that they are prepared for the challenges in sales. They will most likely experience rejection at some point, but for many different reasons. Some reasons could be:

- *Cost: some people might not be able to afford the filter or might not understand the savings it would bring over time and therefore think they cannot afford it*
- *Attitude: some people might not like new things or changing their behaviour so they could be negative about it from the beginning*
- *Lack of Awareness: if someone doesn't understand how waterborne illnesses are spread or how the filter helps they will not see the benefits and therefore not think it is worth the cost*
- *Cultural beliefs: there may be beliefs that water cannot be bought, that they should drink the same water they have for generations without treating, or they may be used to receiving these types of goods for free*
- *Education Level: Highly educated people may want to see more proof or evidence while uneducated people may have difficulty understanding or believing the benefits*
- *Think of how can we address these barriers. Discuss as a group. Share any similar experiences you had in the past and what you did to overcome it. Some examples are:*

- *Cost:*
  - *Help to calculate medical bills and other costs from drinking unsafe water.*
  - *Encourage them to save to afford the filter and show how much money it can save them over time.*
  - *Explain any options to pay in installments or have a reduced price if they are part of a vulnerable group.*
- *Attitude:*
  - *Remember that change is a process and requires time. Over time, they may become more open as they see neighbours start to use the biofilter.*
  - *Starting with a Key Opinion Leader is very helpful for changing the attitude of community members.*
- *Lack of Awareness:*
  - *Ask questions about illness they experience, explain how waterborne diseases are spread.*
  - *Water quality test results and support of local doctors or health professionals can help to build trust in what you are saying.*
- *Cultural beliefs:*
  - *Similar to "Attitude", this takes time and repetition. Be patient and always follow-up after a one-month period.*
    - *If helpful, focus on how the biofilter treats the water in a natural way without any chemicals, bad smell, or bad taste*
- *Education Level:*
  - *Having water quality test results will help as proof.*
  - *Explain how popular biosand filter projects all over the world are to gain trust. The CAWST website (www.cawst.org) can provide information on how common these projects are.*
  - *After one educated person is convinced, it is easy to convince others because they will have trust in that person's judgement*
  - *Be patient when explaining the benefits to people with little to no education. Sharing example stories of how it has helped others (or your own family) will help to build trust and understanding*

Since the CHAs will face very similar challenges while selling to community members, it is important for them to support each other. Suggest that they go out into the community together sometimes- one person can discuss with the head of the house while the other observes. The observer may notice the person's needs better since they are watching and listening. It is also a good idea to hold monthly meetings with the sales agents where experiences can be shared and support can take place.

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Exercise:

Break up the group into smaller groups. Each small group should pick one barrier and come up with a plan to overcome it. 1-2 representatives from each group can present their plan. Give 10-20 minutes. Ask for feedback and discuss after every presentation.

***Payoff:** A team that can help others see how the biofilter can improve their lives and is prepared to deal with sales challenges professionally and with patience.*

Please Note: All of the documents you need are available for download. Click on the download icons in this document or download the additional files from the Resources folder on thesafewaterproject.org where you can also find additional support materials.