



it only takes ...

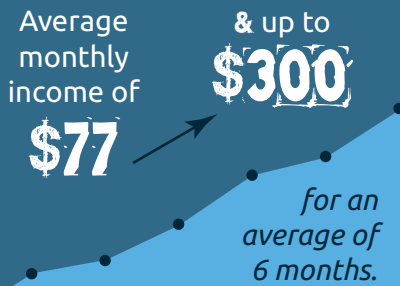
# ONE SALES AGENT

## WHAT WE PROVIDE

- ✓ **A two-week training in one of our ten community-based branches**, combining classroom-based theory and field-based practical sessions, followed by six months of on-the-job training. The curriculum is focused on sales and marketing techniques for clean energy products, work-readiness skills, and personal confidence building.
- ✓ **Starter capital** in the form of a basket of products, which agents access risk-free on consignment.
- ✓ **Daily ongoing training and peer learning sessions**, as well as group-based and individual coaching.
- ✓ **Marketing collateral**, as well as transportation and communications stipend.



## WHAT OUR SALES AGENTS ACHIEVE



Monthly sales of **\$305** per agent per month (from their first month) ...

**... & UP TO \$1,500** in subsequent months.

Each agent will impact **100 PEOPLE** through the life-improving products they distribute.\*

**20%** of sales agents use these savings to pay for **studies** after leaving LivelyHoods,

**17%** use the savings to start their **own business**.

**84%** OF FORMER SALES AGENTS pursue another job, entrepreneurship, or further education upon graduation from LivelyHoods.

\* (For details, please see our information sheet titled "It only takes one product".)

# WHAT OUR SALES AGENTS GET

**89%  
DROP**

in **HOUSEHOLD POVERTY LIKELIHOOD** (using the Poverty Probability Index) one year after they start their training.

According to Most Significant Change Story collection,  
**OUR SALES AGENTS ALSO GAIN ...**

## ... FINANCIAL INDEPENDENCE



" I didn't know how my kids would eat, how I'd pay for their school fees.

**NOW I CAN MANAGE MY FINANCIAL NEEDS.**

~ Esther, Kitui

## ... A SECURE FORM OF ENTREPRENEURSHIP

" I'd tried starting my own business but my capital kept getting used up on family issues. Now I can sell without worrying about capital, & **I HAVE PEACE OF MIND.**

~ Hyline, Kisii



## ... CONFIDENCE FOR A PROFESSIONAL FUTURE



" Now if I want a job elsewhere, **I'LL HAVE SOMETHING TO PRESENT.**

~ Ann, Nairobi

## ... FAMILY STABILITY

" My husband & I are now back together, but I'm now **EARNING AN INDEPENDENT INCOME.**

~ Esther, Kitui



... & all of this is the impact on **JUST ONE SALES AGENT!**

LivelyHoods has trained more than 4,000 youth & women, each with their own stories, transformation, & ambitions. They have gone on to become confident, empowered, successful LivelyHoods sales agents.

**SO THAT'S...**

**\$ 280,000**  
in total **INCOME**

**220,000**  
  
total individuals **IMPACTED**

**\$ 1.56 MILLION**  
in total **SALES**

it only takes ...

# ONE PRODUCT



How does the LivelyHoods

## DISTRIBUTION NETWORK

create markets for life-improving products?

#1

A LivelyHoods sales agent approaches businesses & households in their own community with a small range of clean energy & other life-improving products.

#2

A member of the community is interested in the product & asks more questions. Maybe they can afford to buy it upfront (or maybe not), but can see that it will bring them health, social, & financial benefits.

#3

They either pay upfront, ask the agent to come back in a few days, or register to pay using LIPA (LivelyHoods Installment Payment Arrangement), which allows them to pay in small mobile money installments over 1-3 months.

#4

The customer receives their product, gets a receipt, registers their warranty, & keeps their sales agent's contact information for after-sales service.

## HE/SHE (PROBABLY SHE) WHO BUYS ...

82% of LivelyHoods customers are women, with the majority between the ages of 30-44, & with a household of five people (including children).



**“OUR LIVES AS WOMEN CAN BE DIFFICULT & DISORGANIZED but when we plan well, with the help of things like this solar lamp, we can have peace of mind.”**

~ Mary, Nairobi

Customers usually describe themselves as "business owners" or entrepreneurs, owning a small food stall or shop.



**“Before I used to sell fruits, but with the blender I bought from LivelyHoods, I'VE ADDED VALUE, WHICH MAKES ME EARN MORE! I sell a glass of juice at KES 100 (USD 1), which I make from two fruits that I buy at only KES 20 (USD 0.2), so I get a much bigger profit!”**

~ Susan, Eldoret

Customers are most likely the decision-makers for household energy purchases, & will be most affected by the improvements in quality of life & health.



**“Before, the smoke would be so bad my children would give me a headache about it, & the smoke would also give me a headache. NOW THEY CAN'T EVEN TELL WHEN I'M COOKING! I just tell them dinner's ready & they come running.”**

~ Mary, Nairobi

ENVIRONMENT

A clean cookstove uses **50% LESS FUEL** than a traditional cookstove, equating to approximately **3.73 TREES SAVED** from destruction per year.



A clean cookstove prevents **2.8 TONS** of carbon dioxide emissions each year.



A solar lamp prevents at least **0.1 TONS** per year.

A LivelyHoods clean energy product **cuts black carbon emissions from cooking** (one of the most harmful causes of global warming) by **AT LEAST 50%**.



CUSTOMERS' WALLET

Customers save upwards of \$115 per year (an average of 50%) in reduced fuel expenditure by using a clean cookstove.



"I've my daughter's school fees to pay, I pay rent, & my mother needs support from me, too. That's why I'll never waste **OPPORTUNITIES LIKE THIS ONE THAT LEAD TO SAVING.**"

~ Teresa, Nairobi

CUSTOMERS' QUALITY OF LIFE

Reduced cooking time due to improved efficiency of the clean cookstove provides **more opportunities for productive activities.** Customers cut their cooking time by 38%, which they instead spend on caring for their children or on income-generating activities.

"I can comfortably use it in the house because **IT HAS NO SMOKE.**"

~ Grace, Nairobi



The social impact is significant, with **94% of customers reporting a better social status** as a result of their clean energy purchase.

"My whole family was excited when I bought this water filter. It has made our **FAMILY'S LIFE EASIER, HAPPIER, & BETTER.**"

~ Donald, Nairobi



A clean cookstove lasts many years, compared to a traditional cookstove which lasts only several weeks or months.



"The other traditional stoves were expensive & they weren't durable, which is expensive in the long run compared to these **MODERN STOVES.**"

~ Lucy, Nairobi

The entire household benefits from **improved health outcomes**, primarily a decrease in respiratory problems (coughing, sneezing, chest pain), shortness of breath, & eye irritation, all caused by smoke.

"Before I bought the solar lamp, I had a paraffin lamp, which was not good for us. **THE CHILDREN WOULD BURN THEIR HAIR** while leaning on the table when studying. I like the solar lamp because I'm able to hang it far from their reach."

~ Teresa, Nairobi



Savings on fuel are put towards **basic needs** that households might otherwise struggle to meet, such as food & water, children's education, or clothing.



"I've seen my **PEANUT ROASTING BUSINESS GROW** from one step to another, & the jikokoa (cookstove) is one of the reasons."

~ Lucy, Nairobi