



**WEE-North  
Network**

Changing the Face of Industrial  
Trades in Northern Ghana

2025

# WEE-North Sales Training Guide



WEE-North

Alinea Foundation

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# WEE-NORTH SALES TRAINING GUIDE

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## Introduction

This sales training guide is crafted to empower women and youth in Ghana’s informal sector by connecting their lived experiences with practical business knowledge. Using relatable stories, role-plays, and reflection activities, it helps participants develop the confidence, skills, and mindset needed to improve product value, pricing, customer engagement, and financial habits—all grounded in their own realities and trades.

## Methodology

### Structure and Format

This booklet has seven lessons and accompanying questions, which follow the ERGA (Experience, Reflection, Generalization, and Application) adult education framework.

**Experience:** their experience of hearing the story, whether read to them or acted out

**Reflection:** what participants think and feel about the story

**Generalization:** participants move from their reflections of the story to understanding how the messages in the story could be relevant to their lives

**Application:** suggestions by participants about how they could apply or try out their new learning by planning or taking action.

**WEE-North Network Trainers, Trades Coaches and Zonal Coordinators should assist group members with the application of what they learned by emphasizing activities and actions:**

- 👉 Draw a weekly work plan with your skills listed for each day – what can you start with tomorrow?
- 👉 Practice saying this out loud: 'I am a businesswoman with the skills to make and sell quality products.'
- 👉 Tell a friend: 'From today, I won't undercharge. My work deserves a fair profit.'
- 👉 Practice saying: 'This is my price – because I use quality items and work with care.'
- 👉 Find a trusted partner – role-play how you'll help each other attract clients.
- 👉 List 5 places where you can talk about your business this week – mosque, market, school, etc.
- 👉 My name is [Ama/Latifa/etc.]. I'm a [carpenter/plumber/welder]. My work is strong, safe, and proudly local. Need something fixed or built? Let's talk today!
- 👉 Practice writing a thank-you note or SMS after a sale: 'Thanks for using my services – please call me again and I'll be there!'
- 👉 Create a short customer feedback form (oral or written) and try it with your next 3 clients
- 👉 List 2 things you want to buy in 3 months. Plan how your savings can help you reach them.
- 👉 Practice saying: 'I'm saving because my business has a future – one coin at a time.'

## **Conclusion**

This training equips participants not only with sales strategies but with renewed confidence in their abilities and value. Through small, practical steps and community support, participants are encouraged to build businesses with purpose, improve their livelihoods, and inspire transformation that extends beyond profit—toward lasting impact for themselves, their families, and their communities.

## Module 1: Mindset – Rethinking Entrepreneurship (What You Have, What You Can Do)

### Objective:

To help participants shift from doubt to confidence by recognizing their own skills, resources, and support systems as the foundation for starting or growing a business.

### 😊 Experience

Think about a time when you were afraid to start something—maybe you felt you had “nothing” or that others were more capable. Then think about a moment when you found strength in what you already had—your hands, your ideas, your family, or your faith.

Choose one of these two stories, or both, to talk about how to change your mindset.

#### **Story 1: “*Mariam the Plumber from Yendi*”**

Mariam had the skills—she could fix leaking taps, connect bathrooms, and install pipes like a pro. But something held her back. She often said, “*I’m not ready for big jobs yet.*”

After a WEE session on business mindset, she realized the only thing missing was confidence. So she challenged herself to grow:

- Accepted a solo plumbing job at a local clinic
- Practised introducing herself as a “professional plumber”
- Asked happy clients to recommend her
- Wrote down each completed job to track her progress

When a contractor called her for a school project, she hesitated—then said yes.

Weeks later, she walked through the school grounds and said:

“I used to think I was just helping. Now I know I’m running a business.”

#### **Story 2: “*See What You Can Do with What You Have*”**

Adisa’s Turning Point:

“Adisa believed she was just an extra hand—until she laid a wall for her neighbor. When she saw the finished work and received payment, she realized: ‘My hands can build my future.’”

Role-Play Cue:

Partner A plays Adjoa hesitant to start; Partner B encourages her by asking:

“What can your hands do today?”

“How would you feel if you built something and earned money?”

## Reflection

- What skills or talents do you have—Plumbing, Carpentry, Welding, Masonry and Tiling?
- What resources are already around you—tools, time, space, relationships, savings group?
- Have you helped someone else succeed, but never saw yourself as capable?

## Generalization

You don't need to wait for "big money" or "big education" to be an entrepreneur.

Entrepreneurship starts with:

- Recognizing your own value
- Using what is available to you wisely
- Starting small, learning fast, and growing step-by-step
- Turning everyday skills into income
- Believing: "I can do something with what I have."

"Entrepreneurship is not about having it all—it's about starting with what you have and growing it."

## Application

Make your own "I Can" Map:

- What are 3 things you're good at?
- What items do you already have that could help you start?
- Who can support you—emotionally, with childcare, with capital, or with advice?

Practice this line:

"I am an entrepreneur because I can \_\_\_\_, I have \_\_\_\_, and I believe in myself."

## Take-Home Activity

Draw or list your Asset Circle:

Center: "Me"

Circle 1: Skills

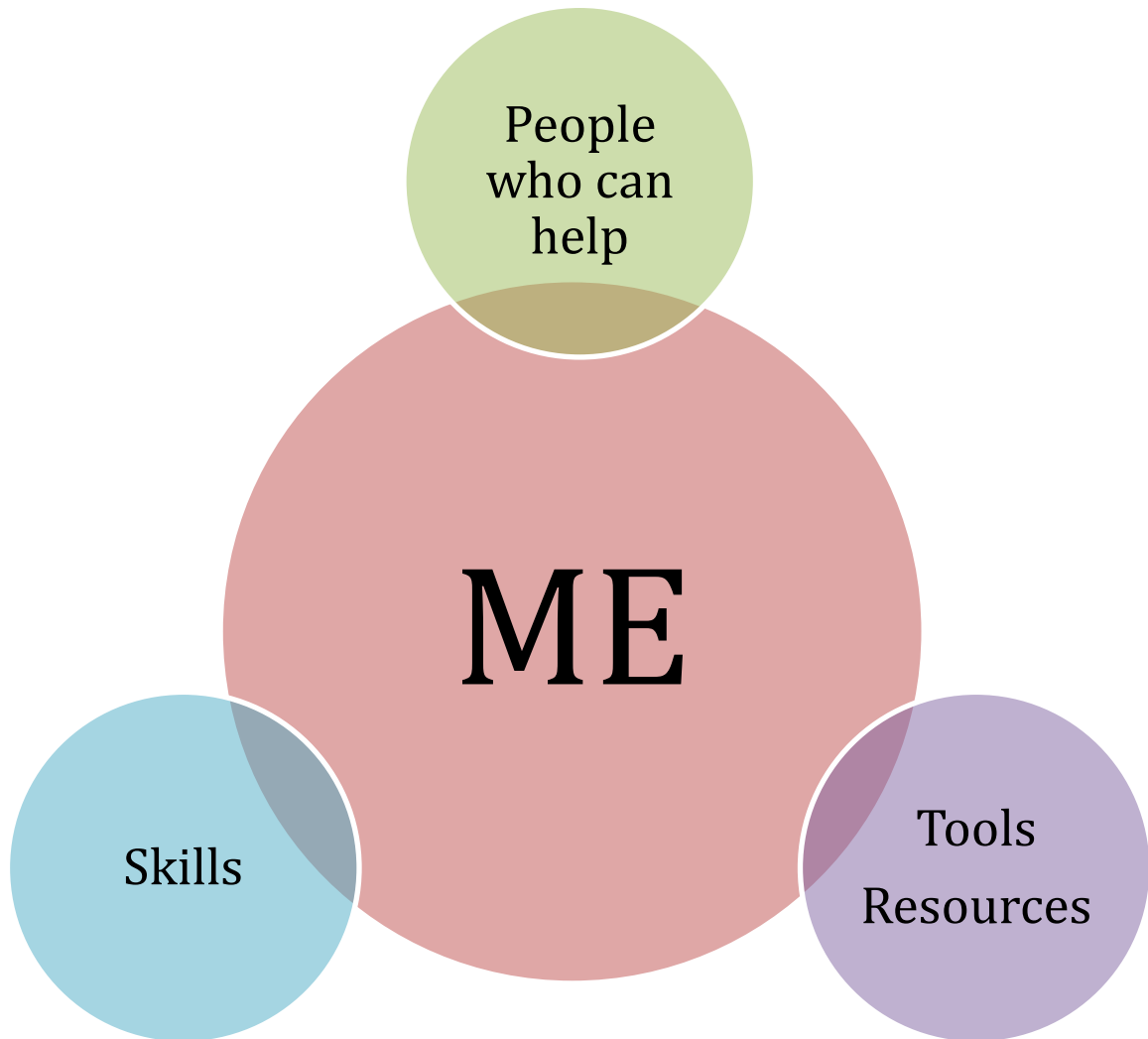
Circle 2: Tools/Resources

Circle 3: People who can help

Choose one skill. Try earning something with it this week—no matter how small.

Tell a peer or family member: "This is my business idea. I'm starting small."

Drawing for a flipchart:



## Module 2: My Financial Goals for the Year

### Objective:

To help participants set clear income goals, identify supporting services and actions, and emotionally connect with the rewards of good financial planning.

### 😊 Experience

Think of a time when you worked very hard but didn't know where your money went.

Listen to the story:

### Story: “*Latifa the Electrician from Nanton*”

Latifa was always busy, wiring homes and fixing switches—but every month ended the same: no savings, no tools.

After a WEE session on financial goals, she set a clear target:

*“Buy a power tester and a new toolbox by the end of the year.”*

Here's how she made it happen:

- Saved GHS 40 from each job in a labelled envelope
- Tracked income and expenses weekly in a small book
- Skipped impulse spending on non-essentials
- Took on one extra weekend job each month

By October, she had enough to buy both tools. When she opened her new tester for the first time, she smiled wide and said:

*“It's not just a toolbox—it's a step closer to my dream.”*

### 👉 Reflection

- Did you have a goal for how much to earn that week or month or year?
- Did you save or reinvest any of the money?
- How did it feel to earn but not see results?

### 📖 Generalization

Setting a clear financial target helps guide your decisions on how to work, save, spend, and grow. Without a goal, your money can easily disappear.

*“Money follows a plan. Without it, it follows temptation.”*

### 👉 Application

Write down:

- Your income goal for the year in GHS
- Break it down into monthly/weekly targets
- Choose 2–3 high-earning services or products that will help you reach it
- List tools, support or improvements needed to succeed

- Visualize how you will feel when you succeed: Independent, proud, hopeful, consistent

**✦ Take-Home Activity**

Create a simple chart:

Column 1: Service/Product

Column 2: Price per item

Column 3: Quantity per week

Column 4: Total weekly income

Column 5: Monthly savings target

Share your target with your WEE-Group buddy. Ask them to remind you monthly!

Drawing for a flipchart:

Service/Product	Price per item	Quantity per week	Total weekly income	Monthly savings target

## Module 3: Product + Price

### **Objective:**

To equip participants with the confidence and tools to price their products accurately for profitability and sustainability.

### **😊 Experience**

Recall a time you sold a product or service and later realized you didn't make any real profit. Maybe it felt good to make a sale, but something was missing in your pocket.

Listen to the story:

### **Story: Zuleika the Carpenter from Savelugu**

Zuleika is a skilled carpenter in Savelugu. She built strong shelves and tables, but barely made enough to buy nails for her next job.

Clients often smiled and said, “*You’re very affordable!*”—but to Zuleika, it felt more like a warning sign.

After a WEE training on product and pricing, she took a fresh approach:

- She calculated the real cost of wood, nails, polish, and sandpaper
- Added her transport and daily labour time
- Included a fair profit margin
- Learned how to explain prices clearly and confidently

At first, she worried clients might walk away. But instead, one said:

*“Now I see the value in your work—this is fair.”*

### **👉 Reflection**

Did you calculate all your costs before setting the price?

Did you include your time, transport, packaging, or electricity?

How did it feel when you realized you were working hard but not earning enough?

### **📖 Generalization**

Pricing is not about guessing or copying others. It's about:

Knowing your costs (ingredients, time, transport, packaging),

Adding a profit (what you want to earn),

And giving value to the customer (quality, hygiene, uniqueness).

“If you charge too low, you go broke. If you charge well and explain, people respect your business.”

### ☞ Application

Practice explaining your price with confidence:

“This costs GHS 100 because I use strong, quality parts that last longer and won’t wear out.

Write and rehearse your new product prices based on real cost + fair profit. Ask a fellow participant to be your customer and role-play.

### ✦ Take-Home Activity

Select one of your main products.

List:

Cost of each input

Packaging and transport

Time you spend

Total cost + fair profit = New Price

Write your “Price Statement”:

“I charge GHS \_\_\_ because...”

Try this new price with at least 3 people this week and note their reactions.

Drawing for a flipchart:

#### Calculating price

Cost of each input		GHS
Packaging and transport	+	GHS
Time I spend	+	GHS
Total cost	=	GHS
Fair profit	+	GHS
Price	=	GHS

## Module 4: Place & Safety

### **Objective:**

To help participants assess and improve their business location and personal safety practices to enhance visibility, customer trust, and long-term growth.

### **😊 Experience**

Think of a day when you set up your business in a place that made you tired, uncomfortable, or worried for your safety. Maybe the spot was too hot, noisy, or had few buyers passing by.

Listen to the story:

### **Story 1: “Sagnarigu Service Center”**

Sagnarigu WEE-Group is located at Kanvelli Tuunaayili along the Islamic SHS road which is not easy to locate with a dusty road. Customers complain of proximity to the center, “The road is not good” customers complain always, and we don’t wear our PPEs to protect ourselves from injuries. As a result of that customers don’t like buying from us again, which always brings down our financial accuracy of the service center. Any time a customer comes to buy them they always end up shopping from somewhere, which is because our location is not good, a service center is supposed to be located somewhere very good.

### **Story 2: “Safe, Clean, Visible Workspace”**

Hajia Mariam’s Shade:

“She stood roadside under harsh sun. She asked the mechanic next door to share shade. With a mat and cover, it looked organised. Traffic stopped—and customers paid attention.”

Role-Play Cue:

One sets up a stand in sunny area, the other offers shade and helps set up. Then they discuss how customers feel safer and more likely to stop.

### **👉 Reflection**

Did you feel secure, comfortable, and visible where you were working?

Did you have enough space to organize your items or serve customers well?

Did your location attract or discourage customers?

Did you practice hygiene or safety (e.g., covering products, handling tools properly)?

## **Generalization**

Where you sell or work affects your success. A good place is:

Visible: People can see you and your product clearly.

Safe: You feel secure and protected from accidents or theft.

Clean and organized: Shows you care about your business.

Supportive: Surrounded by positive energy and community interest.

“When your space looks good, people believe your product is good.”

## **Application**

Visit your business spot or imagine it in your mind. Ask:

- Can customers find me easily?
- Do I feel safe here during rain or sun?
- Do I keep my things clean and well displayed?

Try this script: “I chose this space because it’s clean, visible, and makes my customers feel welcome.”

## **Take-Home Activity**

- Draw or photograph your workspace. Label what’s working and what needs improvement.
- Talk to a peer and get one suggestion on improving your spot.
- Try moving to a better location or reorganizing your current setup for one day and note the difference.
- Share a safety or hygiene practice you’ve improved with your WEE-Group next session.



## Module 5: Promotion

### Objective:

To build participants' confidence and creativity in promoting their products or services in simple, affordable, and effective ways.

### 😊 Experience

Think of a time you created something beautiful or useful, but no one bought it—not because it wasn't good, but because they didn't know about it.

### Story 1: “Savelugu WEE-Group Deals”

The Savelugu WEE-Group consists of plumbers, carpenters, electricians, and others. Business was slow, and they struggled to reach more customers and make sales. One day, they decided to team up, they create a WhatsApp business group called “Savelugu WEE-Group Deals” and shared each other products weekly.

They also agreed to:

- Promote each other services on the Savelugu market days
- Create active social media handles-Facebook, TikTok, WhatsApp
- Offer combo discount (Eg. Fixing of broken chairs and electricity issues and get 10% discount)
- Share transport cost to deliver customer services

Within a month, their sales and Visibility increase, and more customers said, “It's easy to reach you and patronize from all of you at once”

And Now Savelugu WEE-Group say:

“Alone we sold products - but together we built a brand”

### Story 2: “Promotion: Small Acts, Big Impact”

Safiatu's Free Chair Fix:

She fixed a chair for free as a sample gift to a teacher. Word spread and she got 3 jobs the next day. “A small act built my week's work,” she said.

Role play giving a free small service and asking the recipient to tell two friends.

Reflect: How did that feel? What was the result?

## **Reflection**

Do people know what you sell and where to find you?

How do you currently tell others about your products/services?

Have you tried shouting, texting, calling, displaying, or asking others to spread the word?

## **Generalization**

Promotion is how you talk, show, or remind people about what you do.

You don't need a radio ad—just:

- Speak with confidence about your work
- Use word-of-mouth, your phone, or signs
- Ask happy customers to tell their friends
- Display your best products where people can see

“If you don't talk about your work, no one will know your value.”

## **Application**

Practice a simple sales pitch:

“Good morning! I make strong school uniforms and repair torn zippers. My work is fast and neat. Try me!”

Create a promotion checklist:

- Do I tell people about my business daily?
- Do I ask happy customers for referrals?
- Do I use WhatsApp, Facebook, or calls to promote?

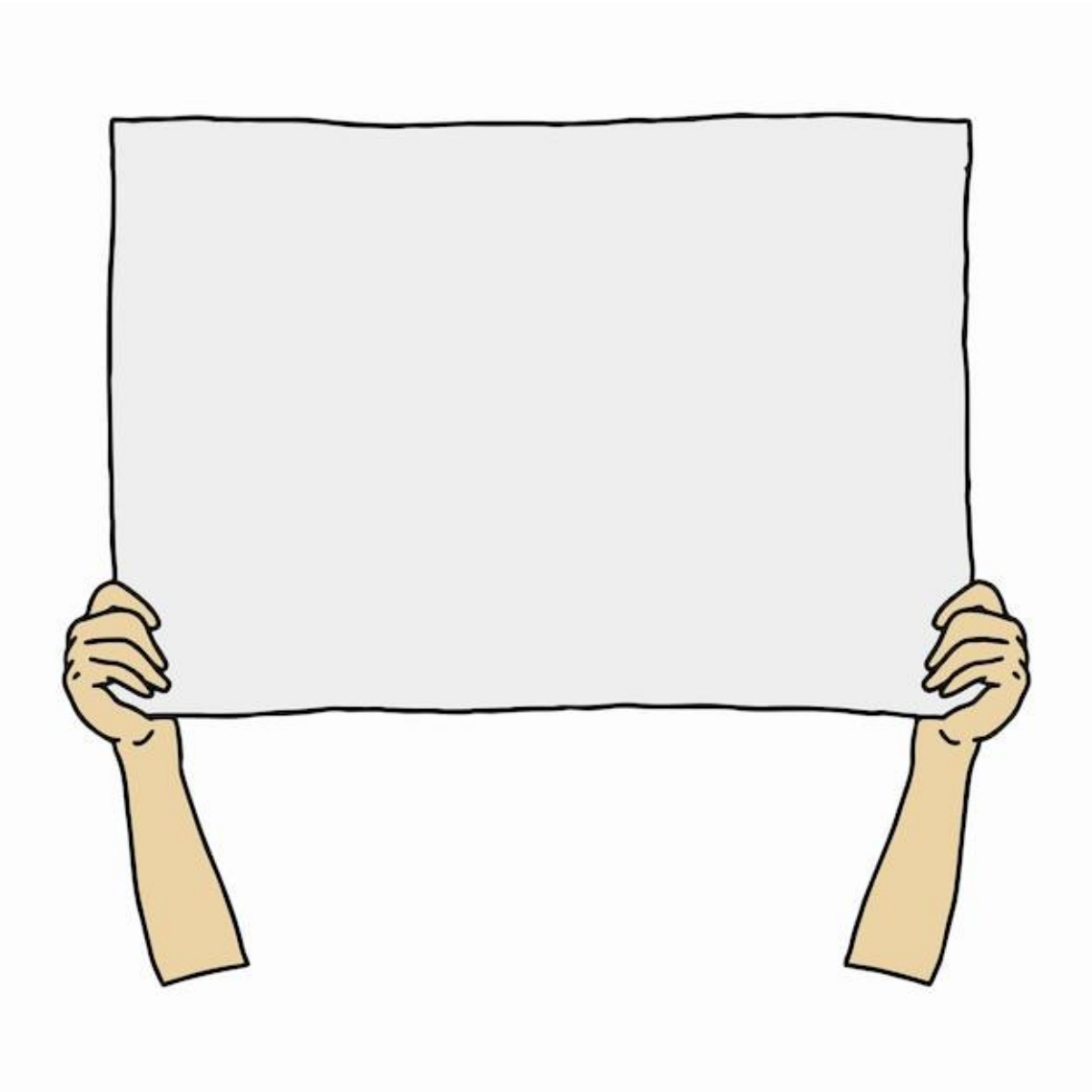
## **Take-Home Activity**

Choose one of the following to do this week:

- Tell 5 new people about your product/service
- Send 5 WhatsApp or SMS messages promoting your work
- Create a sign or banner for your workspace
- Record how many people responded or asked questions.

Drawing for a flipchart:

What will you write on your sign?



## Module 6: Customer Service

### Objective:

To help participants understand the importance of treating customers well, responding to their needs, and using good service to build loyalty and grow their businesses.

### 😊 Experience

Think of a time you visited a shop or met someone selling something—but the way they treated you made you never want to return. Now think of a time when a seller was kind, patient, or helpful. Which one did you tell your friends about?

### Story 1: “Hamdia, the Electrician”

Hamdia is an electrician in Sagnarigu. She was skilled, but customers kept complaining:

“You say you’ll come, but we didn’t hear from you again”

So, she decided to change her approach with a simple customer service strategy:

- Always answer or return missed calls within 15mins
- Confirm appointment the day before
- Follow-up after every job to check if everything is working well
- Go for appointment with all necessary tools
- Wear safety PPEs

Soon, her reputation changed. One customer said:

“Hamdia is not just good – she’s reliable”

In just three months, referrals doubled. Hamdia now says, “Fixing lights is easy – Earning trust is what keeps me busy”.

### Story 2: “Service with Care = Customers for Life”

Asetena’s Overnight Fix:

After a motorist complained about a failed engine repair, she returned at dawn—no extra charge—and followed up next day. Now he brings others to her workshop.

Role play the client returning upset. The other plays Asetena, apologizing and returning early to correct the problem. Then reflect on the customer’s trust.

### 👉 Reflection

How do you treat your customers—even when you are tired or having a bad day?

Do you listen to their complaints or requests?

Do you follow up with them or remember what they like?

### **Generalization**

Good customer service means:

- Welcoming customers warmly
- Listening actively to what they want
- Solving problems politely
- Following up after a sale
- Saying thank you and showing appreciation

“People don’t just buy products—they buy how you make them feel.”

### **Application**

Practice with a partner:

Customer: “This welding service is too soft.”

Seller: “Thank you for telling me. I’ll work on improving it. Would you like to try a firmer one next time?”

- Make a customer care promise:
- Greet every customer
- Handle complaints with calm
- Follow up at least once after a sale.

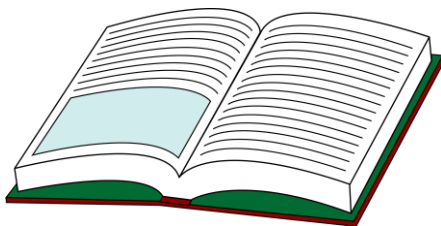
### **Take-Home Activity**

Identify 3 regular customers. Call or text each one just to say thank you.

Ask one of them: “What do you like about my service? What can I improve?”

Keep a Customer Book: name, product they buy, any feedback

Drawing for a flipchart: Making a Customer Book



Date	Customer's Name	Service or Product	Feedback

## Module 7: Savings & Loans

### **Objective:**

To help participants build discipline in saving money regularly, understand safe borrowing practices, and use financial services wisely to grow their businesses.

### **Experience**

Think of a time when you needed money urgently—for raw materials, transport, or an emergency—but had nothing saved. What did you do? Now think of a time when you had savings or got support from a trusted group or person. How did it feel?

### **Story 1: “Ubaida, the Plumber”**

Ubaida is a plumber from Sagnarigu. She is very good at her work, but she doesn’t have some essential equipment to do her work. Thus, she finds it hard to get some work done. For instance, she doesn’t have PPR pipe machines, so when she wants to work on PPR pipes, she needs to hire the PPR machines at a very high price. She spends more time making the rental arrangements, which delays her work and makes her look unprofessional. Eventually, she runs at a loss and doesn’t make any profit.

This situation worries her a lot. When she meets her mentor and explains the situation to her, the mentor encourages her to save some of her profit with her WEE-Group saving (WEE-Save) and invest in buying the tools and equipment she needs.

After 6 months of savings, Ubaida was able to purchase the equipment and tools which improved her efficiency and productivity, saved her time and energy, improved her professionalism, boosted her confidence, and has increased her referrals and returning customers.

### **Story 2: “Rose, the Welder Who Saved - Save a Little, Build a Lot”**

Rose saved GHS 2 from every job. In 10 days, she had GHS 60 saved, which allowed her to buy rods in bulk. Now she is earning more and leading WEE-Save.”

Role play Rose saving part of each payment in a jar. The other plays a curious group member asking: “Why do you save? What will you do with it?” Rose shares her plan and inspires savings.

### **Reflection**

Do you save money regularly? Where do you keep it?

Have you borrowed before? Was it helpful or stressful?

Do you belong to your WEE-Save group? How has that helped you?

## **Generalization**

Savings gives you control. Even small amounts add up over time.

Loans can help—but only when used wisely, with a clear plan to repay.

Safe financial habits include:

- Saving from every sale or week (no matter how small)
- Borrowing only for productive use (not for fun)
- Knowing your repayment plan before collecting a loan
- Using savings groups or banks for safety and tracking

“Money saved is peace of mind. A loan with a plan is a good friend. A loan without a plan is trouble.”

## **Application**

Try this plan:

Every time you sell, put 10–20% in your savings.

Before asking for a loan, write what it’s for and how you’ll repay.

Join or strengthen your WEE savings group—set monthly goals and stick to them.

Role-play:

Member: “I want a loan to restock my welding service business.”

Group: “How much do you need? What’s your plan for paying it back?”

## **Take-Home Activity**

Set a monthly savings goal: “I will save GHS \_\_\_ by the end of this month.”

Record all income and expenses for one week. Use this to find your savings gap.

If in a group, plan one loan project together (e.g., restocking, equipment).

Discuss interest and repayment openly in your group.

