

customising the sell pitch



In light of ongoing issues with the Financial system seizing up to a standstill and the global energy crisis we have decided to combine two topics in this months' trend Report (two for the price on one!). One is introducing the new trend "SellSumers" and the other is "Eco Bounty" – Don't you just love the "word-isms"?

In March's trend report, we outlined how consumers have evolved and become actively involved actually creating, participating and contributing to a brand. We are now seeing consumers thinking up novel ways to make money on the side setting the trend for the new spending is saving.

SELLSUMERS - Whether it's selling insights into a corporation, leading creative input to consumers or renting out unused assets, consumers are increasingly becoming SELLSUMERS.

Why become a SELLSUMER?

Being in control of one's destiny - You choose the times of day you work and how long you work?

Experience rules - We have become trained in what we do and how we do it for so long, why not try it in your own?

Showing off business know-how - "Big Business" is increasingly seen as behind the times, as consumers we know what we want and well, quite simply we think as consumers.

Providing "Premium obscure" - Sellsumers provide other consumers with hard to find, quirky, special or personalized services and experiences for...dirt cheap – why? Because they don't have the massive cost structures that "Big Business" have.

Extra cash - Oh, and lets face it, most people welcome a bit of extra cash regardless if we facing good or bad times.

Just to be clear, Sellsumers are not about individuals starting up businesses as a primary source of income. We are talking about secondary or tertiary sources of income.

A few examples that might spark an idea for you:

Parkingspots.com connects those who have parking spots to rent out with those who need them on a monthly basis. A similar service is offered by ParkAtMyHouse.com!

Homstie.com offers listings for excess storage space, collecting fees for featured listings and for providing custom lease agreements.

SingleSpot.com offers a P2P camping solution by connecting anyone who owns a suitably sized piece of land with anyone looking for a place to pitch their tent.

AirBnB.com is an online marketplace that allows locals to earn money by renting out their extra space as alternative lodging for hotel-weary travelers.



ECO-BOUNTY - ECO-BOUNTY refers to the numerous opportunities, both short and long term, for brands that participate in the epic quest for a sustainable society.

With the recession deepening, count on all things 'eco' to be repositioned from 'worthy but expensive' to 'cheap and, oh yes, worthy'. On the one hand, cash-strapped consumers are going out of their way to save money on energy bills, motorized transport and other waste-prone, eco-unfriendly activities.

And so we are finding brands repositioning themselves, for example:

BMW is now repositioning the Mini as not just fun-loving, but cheap to run, and eco-friendlier to boot.

Whirlpool claims that its new topload Cabrio HE washer can save up to USD 900 in lifetime water and energy costs.

Payless ShoeSource recently announced a new line of affordable eco-minded shoes (Zoe & Zac) in April. On average, the shoes will be under USD 30. Summer Rayne Oakes, a green fashion and beauty expert, has signed on as eco-consultant for the green footwear collection, which will use sustainable and eco-friendly materials such as organic cotton and linen, natural hemp and recycled outsoles.



Around the world, being eco-conscious has become a status symbol for consumers, partly replacing traditional status symbols that are now associated with pollution, waste and excess.

Green SELLSUMERS looking to reap the spoils of ECO-BOUNTY will want to check out the following initiatives:

Assembly Bill 1920 will enable solar power-producing consumers to be paid by their utility company for any excess electricity they generate on an annual basis.

Green offers a Home Green Generator plan for those producing less than 6 kWh.

Electricity Feed-in (Renewable Energy Premium) Act 2008, Canberrans can sell energy back to the power grid. Starting July 2009, they'll be paid a tariff that's 3.88 times the retail cost of electricity for the energy they feed back into the grid for up to 20 years from the date they sign up to the scheme.

Back to the Sellsomers,

GiftCardRescue.com is a service that allows users to exchange their unwanted gift cards.

HireThings.com offers an online marketplace for 'micro-hire-businesses.' Think everything from tableware to boats.

Liberty.com offers a program that rewards Smart car owners in France and Switzerland for participating in "carvertising" campaigns, paying them up to EUR 100 per month if they turn their cars into driving billboards.

VeggieTrader.com is an online marketplace offering the opportunity to buy, sell or trade homegrown produce.

Expect a skilled, handy and brainy SELLSUMER 'workforce' to genuinely blossom when the youngest generation takes over. They'll not only be the first generation to be fully 'wired', but also the first generation to be completely comfortable with taking on the roles of both consumer and producer.

So instead of selling to your customers, why not try help them sell?

The reward? Customers will be pleasantly surprised that just for once, you aren't trying to extract money from them, but actually helping them make some.

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