

Fanny Abribat

Product : Goat's milk soap

MAISON
Berthe Guilhem



Fanny Abribat

C00314515

November 18 2024

2024-2025

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Information company

The headquarter is in the village of La Bastide de Besplas at the gateway to the Parc Naturel Régional des Pyrénées Ariégeoises in France. The company is national in scope and sells only in France. Their main activity is the manufacture of organic soaps, organic cosmetics and related products. Berthe Guilhem has between 6 to 9 employees and had a turnover of €362,700,000 in 2015.

Berthe Guillem is a family-run, traditional business. The brand is named after the woman who first created these natural, high-quality goat's milk soaps in 1956. She was sensitive to pharmacopoeia, creative and intuitive. She didn't stop at soap - she also created ointments, salves and a gardener's balm

The business is now run by her grandsons, who have passed on the know-how from generation to generation.

Information on soap production: Their soaps are made by hand using cold water. This is known as the CPS technique (Cold Process Soap) technique.



Maison Berthe Guilhem has very strong ethical and rigorous values, such as the fact that their products are certified organic and are tested on healthy, willing people, but never on animals. What's more, the composition of their products contains between 55% and 100% organic ingredients, which is very high compared to the 20% required to obtain organic certification. The content of their products is also very important, as they offer paraben-free, phenoxyethanol-free, EDTA-free and phthalate-free products.

The products on offer are of a quality and effectiveness that will suit all skin types, and have a low moisture content (8-10%) compared to other organic or industrial soaps.

Their products are made this way by harvesting the milk of their Alpine goats, which, depending on the season, can be found in the Alps.

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alpine goats which, depending on the season, graze in the surrounding pastures, natural meadows and woods. Their milk is hand-fed and harvested according to very strict specifications. All our products carry the COSMEBIO label and are certified organic by QUALITÉ FRANCE and COSMECERT.

Buying company

Prospect information

Name of the company	Hilton Garden Inn au Havre
Country	France
Activity	Hotels and similar accommodation
Founded	27/02/2017
Open in	30/11/2021
Company size	small and medium-sized enterprises (SMEs),
Human ressources	between 50 and 99 employees
Turnover in 2022	140,6K
Net profit in 2022	-522,8K
Type	simplified joint-stock company

Target audience	35-65 years old
Headquarters	McLean, Virginia
Services	The hotel offers a number of services, including the possibility of renting a room to stay overnight for a limited time, whether or not you are part of the hotel, and the restaurant, which is open to all as long as you make a reservation. The same goes for the bar, which is available to hotel guests and others. The hotel also has a gym and a meeting room for guests. The hotel has the capacity to host events on its premises.
Standing	Prestige
Website	https://www.hilton.com/fr/hotels/lehlhgi-hilton-garden-inn-le-havre-centre/
Room rates / night	<p>Room with twin beds: €153</p> <p>Double room: €172</p> <p>Deluxe room: €186</p> <p>Junior suite: €201</p> <p>Suite: 224</p> <p>Connecting family room: €312</p>

The buying class

In our case, the hotel already has soaps for its guests in the rooms. The prospect has different needs compared to his old soaps, such as quality and benefits for the body and face. They also need to stand out from the crowd with products they don't see everywhere. They will therefore buy the same product, i.e. a soap, but with improvements. The buying class is **modified re-buy**.

The major influence on buying decisions

The criteria that will influence the choice of suppliers will be cultural & global with social responsibility concerns, because if the hotel shows its commitment to the environment this will affect its customers and the customer experience will improve which will increase their visibility and popularity. There are also organizational factors with long-term contracts with suppliers.

There are several criteria for purchasing products, depending on the number of hotel guests, which will influence the quantity. Depending on the standing of the hotel, the quality of the products will not be the same. Here, the hotel is prestigious, so when guests come here they expect the quality of service and products to match the price of the room.

To buy these products, the decision is made by several people, these people are part of the DMU, they must first recognize the business need, in this case the hotel wants new soap, they will then look for what type of product they want.

Decision-Making Unit (DMU)

Influencers	Responsable commerciale – sales manager <i>Emma thierry</i>
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	Elle va choisir les produits en fonction de l'image qu'ils transmettent à l'hôtel
Initiators	Responsable hébergement <i>Alicia Blanchard</i> Elle va trouver un problème et va vouloir l'améliorer pour que l'expérience client soit meilleur.
Gatekeepers	Hospitality management <i>Adelina Ani</i> Elle va s'occuper des relations avec les fournisseurs Responsable commerciale – sales manager <i>Emma thierry</i> Va analyser les différentes propositions en fonction des prix et des devis donnés.
Buyers	Responsable commerciale – sales manager <i>Emma thierry</i> Assistante commerciale <i>Catarina Fernandes + Amandine Castel</i> Elles vont passer les commandes auprès du fournisseur et vont assurer la négociation du prix et de la livraison.

Deciders	General Manager <i>Stéphanie Le Vu</i> Elle va valider ou pas les décisions importantes dans le contrat stratégique
User	Les clients de l'hôtel

Criteria DMU

	<u>Economic</u>	<u>Emotional</u>
Influencers	<u>Upgradability</u> : Le produit doit suivre les tendances en fonction du besoin du marché	<u>Pleasure + Prestige</u> il faut que le produit contribue à augmenter l'image de l'hôtel
Initiators		<u>Office politics</u> : Ils veulent minimiser les conflits interne et veulent des choix consensuels.
Gatekeepers	<u>Price + Productivity-cost</u> <u>versus revenues</u> :	

	<p>Ils comparent le prix pour le meilleur rapport qualité prix en respectant le budget.</p> <p><u>Delivery</u> :</p> <p>Minimiser les ruptures de stock de savon</p> <p><u>Reliability</u> :</p> <p>On va privilégier les entreprise réputés pour éviter des problèmes</p>	
Buyers	<p><u>Price + Productivity-cost versus revenues</u> :</p> <p>Ils comparent le prix pour le meilleur rapport qualité prix en respectant le budget.</p> <p><u>Technical assistance</u> :</p> <p>Ils veulent un fournisseur réactif en cas de problème</p>	
Deciders		<p><u>Prestige</u> :</p> <p>Le choix produit reflète le positionnement de l'hôtel</p> <p><u>Personal risk reduction</u> :</p>

		<p>Ils vont éviter de prendre des décisions qui peuvent nuire à l'image de l'hôtel ou bien compromettre l'expérience client.</p>
<p>User</p>		<p><u>Pleasure</u> +</p> <p><u>Convenience</u> :</p> <p>Veulent des produits agréables et faciles à utiliser qui offrent une expérience sensorielle unique</p>

E-mail of introduction

MAISON
Berthe Guilhem



Exceptional
treatments for an
exceptional hotel

Dear Mrs Costentin,

Offer your customers a unique well-being experience with our handmade goat's milk soaps, made using the CPS method to preserve their natural qualities. Rich in organic ingredients and suitable for all skin types, these exclusive soaps provide softness, purity and hydration. We believe that these exceptional treatments would be perfect to enhance the standing of your hotel and offer a touch of authentic luxury. We would be delighted to arrange an appointment to show you our range.

We look forward to hearing from you.

Yours sincerely

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what makes our products so special



CPS
Technique



8-10%
moisture content



55-100%
organic ingredient

Strengths and weaknesses of competitors

	Berthe Guilhem	Savonnerie des Collines	Savonnerie artisanale du Jura
Product Attributes			
Quality	The organic percentage of the products ranges from 55% to 100%, which is why they are certified organic. Given their cold-process artisanal production, the soaps are durable and of high quality.	The products are made from natural and organic ingredients, all containing either donkey milk or goat milk. The manufacturing process involves triple-milled saponification without palm oil or chemical additives.	This company also offers a cold-process manufacturing method, ensuring high quality. The products are made with respectful, naturally sourced ingredients.
Durability	Since the humidity level of the soaps is between 8% and 10%, their lifespan is extended, which reduces waste.	The packaging is made from recyclable materials. The various types of milk are sourced from local farms, enabling sustainable production.	The products are designed to last a long time without wastage.
Reliability	All our products are dermatologically tested and comply with ANSM standards. The recipes	The products are suitable for all skin types and the ingredients are chosen with care. The farms are certified organic.	The products are local, but that's not to say they're 100% organic.

	have been handed down for generations, adding to our experience and reliability.		
Performance	The brand offers products that moisturise, nourish and improve skin health for all skin types.	The brand offers skin care products for all skin types, with moisturising, soothing and purifying benefits. They are for atopic skin such as psoriasis or eczema.	The products are suitable for all skin types and have moisturising, nourishing and gentle exfoliating benefits, as well as reducing redness.
Packaging flexibility	The hermetically sealed packaging means that the soap does not come into contact with moisture, which means that it can be preserved more effectively until it is used.	Customised packaging can be created using recycled materials.	The packaging is made from reusable cotton, which reduces the ecological impact, and is very minimalist.
Warranty	They are transparent about their products and their quality. The brand has several certifications such as COSMEBIO label, certified organic by QUALITÉ FRANCE and COSMECERT.	All product tests reinforce the confidence that customers can have in our products.	The company shows its commitment to its customers with its FAQ section on its website and gives information on delivery
Brand	The brand is very much a family-run, traditional, quality brand. Its commitment to the environment, the quality of its products and its	La savonnerie des Collines emphasises its artisanal side with high ethical and ecological values. The brand stands out for its personalised	The brand is seen as militant and respectful of the environment, and is committed to the well-being of its customers, both physically and psychologically, with the

	family heritage all add to its credibility and reputation. The brand offers factory tours.	customer service, tailored to the customer's needs.	motto 'Take care of your body so that your soul wants to stay there'.
Company Attributes			
Reputation	It has a great deal of expertise and its reputation is strengthened by its customer reviews (4.9/5 on Google). And its seniority.	The brand is renowned for its use of organic, palm-oil-free products and its excellent craftsmanship.	As the reviews show, the company has a very good reputation, not least because of the quality of its products.
Industry leadership	The brand stands out for its family and artisanal image with different scents.	The brand stands out for its goat's milk and donkey's milk products.	The company sets itself apart from the market with different products, such as household products and natural cosmetics.
Facilities	It is located in the south of France and its facilities are approved by the French National Agency for the Safety of Medicines (ASM).	The company is based in the Vendée, and all its suppliers are in the local area, which limits the environmental impact.	Located in the Jura, the company is inked to making artisanal products.
Ease of doing business	You can communicate with the company by face-to-face video or by telephone. It's a white label with minimal volume requirements, which	The brand is a white label that can work with any type of structure and has no minimum requirements. For companies, the brand proposes different offers and boxes.	It has a large online presence, which makes interactions simple and direct, but it is not a white label.

	makes it easy for emerging brands to collaborate.		
Distribution Channels	It has just one in-store boutique. The brand offers home delivery for ordering products. It sells products via direct partners	It sells its products via direct partnerships, online ordering and professional channels such as Ankstore for B2B orders. It also uses POS support.	The company has its own website as well as two in-person boutiques.
Ordering convenience	The company offers flexible support for online orders, enabling customers to place their orders without constraint.	Orders can be placed by e-mail, telephone or on their website to get the best possible advice. Deliveries are guaranteed very fast.	In the FAQ section there is a dedicated space for questions about delivery and the workshop, so you can get quick and easy answers. You can buy online and there is also the possibility of buying a gift card.
Returns, credits, etc	Regular exchanges with customers enable them to have as many returns as possible. The product cannot be returned after use but before if it is still in its packaging.	The brand is available to deal with complaints, making it easy to contact them with dedicated customer support for potential return requests.	For returns, call or send an e-mail and the company will personalise the solution to the problem encountered.
Salesperson Attributes			

Knowledge/Expertise	The company has been around for a long time, so it has in-depth knowledge of the manufacturing process, and because it specialises in a niche market, it knows its field very well.	The company is very familiar with the provenance of its products as they come from France, so they are very experienced.	It has a great deal of expertise thanks to its rare manufacturing technique, which testifies to their know-how. And the fact that it details the composition of their products, how to use them and their benefits.
Responsivness	The salesperson can be reached via a number of channels, including social networks, telephone, e-mail, video or face-to-face meetings. At the workshop.	The soap factory can be reached by telephone or e-mail. Professional customers appreciate working with them because they have short response times.	A well-organised FAQ shows that the company responds effectively, whether it's for complaints or advice.
Pricing authority	A 100g soap costs €4.70.	The price of a 100g goat's milk soap is €4.00.	The brand sells a minimum of 135g of soap. Goat's milk soap for 100g is €5.17 (€6.97 for 135grams).
Customer Orientation	Depending on the customer's preferences, there are several different sizes, colours and scents. And a wide range of products.	There are products for different needs and events and an advice page on the site to help customers more easily.	The company offers products for people with allergies or intolerances, and customers are quickly guided to the right product for them.

Honesty/Integrity	The brand is honest with its customers by revealing its manufacturing process on their website or when you visit their factory.	Everyone knows what the products are made of, how they are manufactured and their commitments. The brand has an eco-responsible approach	The company is transparent about the composition of its products and the origin of its raw materials, using high-quality, traceable ingredients.
Follow-through	There's follow-up during production and during the sale, where the salesperson follows the sale closely with a personalised sale.	An area is available on their site for contacting the company with recommendations or complaints. They have a strong presence, particularly with their pro customers.	The company pays close attention to customer feedback through the customer reviews posted on its website and offers follow-up throughout the experience.
Presentation skills	Thanks to their expertise, and the fact that it's a human-sized company, the sales staff know their product inside out.	The products are well presented for upmarket and professional customers, so the soap factory knows how to present its products and show them off to their best advantage.	The product presentation is very well done, with all the details of use and advice on which product to choose according to your skin type.

SPIN question

a)- Situation

Do you already have organic soaps in your hotel?

Who is your current supplier?

Are you satisfied with the quality of the products?

How long have you been working with them?

What do you offer your customers as a range of care products available in your rooms?

How do you select beauty products for your clients? What are the key features?

Do you currently have a range of organic or artisanal products in your rooms?

b)- Problem

Why do you not like the quality of the products?

What kind of product are you looking for? Solid soaps, body, hair, or face products?

In large quantity or small quantity?

Will the products be for sale?

You are looking for ordinary scents or out of the ordinary?

All rooms have access to the same product?

Is it difficult for you to find natural, effective, and suitable products for a demanding clientele?

Which day of the week do you want to be delivered?

How many times per month do you want to be delivered?

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What time do you want to be delivered?

c)- Implication

Could a product that is not tailored to your customers' needs (for example, sensitive to chemical ingredients) influence their loyalty to your hotel?

If the products do not meet your customers' expectations in terms of quality or naturalness, could this impact their overall satisfaction?

d)- Need-Payoff

Could the integration of natural and artisanal products strengthen your position as a hotel that is concerned with the well-being of its guests and the environment?

FAB

Product	Goat's milk soap
Features	<p>Organic and natural ingredients : Contain between 55% and 100% organic ingredients, above the minimum requirements for certifications.</p> <p>Cold-Manufacturing Method (HPC): Cold-Manufacturing preserves all the properties of the active ingredients and the natural virtues of the ingredients.</p> <p>Goat milk enriched formula: A fresh, nutrient-rich milk harvested from goats raised on natural pasture to strict standards.</p> <p>Chemical-free and aggressive formula: Free of parabens, phenoxyethanol, EDTA or phthalates, this pure formulation is gentle on the skin and meets strict purity standards.</p> <p>Environmentally friendly and ethical: The products are not tested on animals and use natural ingredients, meeting the expectations of an environmentally conscious clientele</p>

Advantages	<p>Natural benefits protection: CPS ensures that the vitamins and nutrients in goat's milk remain intact, providing nourishing skin care.</p> <p>Confidence in the quality and safety of ingredients: Organic products and no aggressive chemicals meet the expectations of a high-end customer base.</p> <p>Suitable for all skin types, even the most sensitive: Goat milk has moisturizing and soothing properties that make it an ideal care for all clients.</p>
Benefits	<p>Enhanced customer experience: By offering products of exceptional and natural quality, the hotel offers its guests a unique and memorable moment of care.</p> <ul style="list-style-type: none">• Strengthening the high-end brand image: These handmade and organic soaps enrich the hotel's offer, affirming its commitment to quality and authenticity.• COSMEBIO and QUALITY FRANCE certification: All products are certified organic, proving their quality and healthy composition.

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Objections

1°-I don't think we need this

If the prospect tells me this objection, I'm going to dig deeper to find a need. To find this need, I'll ask several open-ended questions, which will enable me to find out what they really need. I can then develop a new sales pitch.

2°- The price is too high

I'd talk about the quality of our products, the fact that they're local and I'd talk about the cost of labour because all our soaps are made by our craftsmen using our cold process technique. I'd ask questions to try and understand the situation and why it's not in their budget.

3°-We're already working with someone else

If the prospect tells me this objection, I'm going to defend my product and explain to them why my product is unique and the fact that they have it in their hotel will be a plus for their customer experience. I'll talk about the benefits of soap for the skin, that it adapts to all skin types so it's perfect to make it self-service for everyone in the bathroom. I'll talk to him about the prestige of his hotel and that the customer has certain expectations and that our product exceeds those expectations with its quality and the fact that it's eco-responsible.

4°-I've never heard of your company

If the prospect tells me this objection, I'll tell him how long my company has been in business, that we've been in the market for a long time and that the goat's milk soap business is our speciality, that we're a family business and that the relationships we have with our partners are also family ones. I'll explain how our soaps are created to establish a bond of trust to show that we're qualified to sell our products in this hotel. I'll talk about the customer feedback we get at

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our boutique and from people who visit our workshop. At the end, I'll invite them to come and visit our workshop.

5°- This isn't a top priority right now

If the prospect tells me this objection, I'll ask questions to find out what their priority is and try to find out where they stand in relation to our product. I'll tell them that for the moment it's not a priority for them, but if they take care of it now, they won't take care of it again and it'll be done.

Closing the sale

1°- Tip the Scales = Once I've given all my sales arguments and set out all the advantages of my product and the benefits of working with us, I'll ask what's stopping my prospect from placing an order with us.

2°- Concessions close = To encourage the prospect to buy my product, I'll try to create a sense of urgency, saying that if they order now, the first year's delivery is free.

3°- Why not close = I'd ask my prospect questions to find out if there's a reason why they don't want to buy, or I'd ask them directly what fragrance they'd like for their soaps and what grammage. With my sentence that starts with 'if you buy our soap...',

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