

## In Store Marketing Services Guidelines

Below are some of the basic guidelines to follow for all demos for In Store Marketing Services.

**Learn the product:** if you do not have enough information to speak with authority about what you are to be serving, please let me know and I will either get you the info or direct you to it.

We have a link in the portal for Product Info

<https://flavorfanaticism.weebly.com/ba-product-kb.html>

**Be prepared:** If it is a new product to you, go over a checklist of everything you will need to serve and display the product. It is a good idea to keep back up in your car. Also almost everything you could run out of will be available in the store you are in at the deli/prepared foods counter.

**Appearance:** Make sure your hair is back (hat always at Whole Foods) and that your clothes/apron etc look neat. Use what is available to make your table as inviting as possible (the exception is the French Cheeses who do not want any cross merchandised/additional items on the table)

**Pre Demo:** Make sure you have everything you need to do your demo. Keep in mind that you can get almost anything at the store except a table and table cloth. You may need to improvise at times.

**Pre Store Check In:** We are responsible to call the store or confirm via email that the product we are going to sell is in the store before we are. This is extremely important. If a demo does not happen and we did not make this call, we will not get paid but the client. In the event that you are told the product is in the store but for some reason they cannot find it, text me immediately and we will try to improvise with other products from the same client to save the day.

**Engagement:** Engage as many people as possible, inviting them to try your products.

Whenever you are able, have the product on your table to hand sell to the customer, if you need to have it on ice, the seafood department will gladly give you some, you can put it in a plastic bag, cover it with a napkin and place the product on the ice bag to keep cold. You will sell much more product when you can hand it to a customer.

Be specific and mention the particular **brand or item** by name when doing so, please do not use the word sample.

Use your charm and personality as well as your culinary authority to engage customers in a way that is natural to you.

“Would you like to try my Vermont Creamery aged goat cheeses?” Come! Try my Raincoast Crisps.

**Please do not say: "Would you like a sample?"** That is a disservice to our client whose name should be mentioned as often as possible.

**Pretend everyone you engage is a secret shopper or the Owner of the company.** It is entirely possible they are! I have found out I have been secret shopped and had no clue who it was.

Talk about how you would use the products and see if you can connect the product to something you see in their shopping cart.

The more you can speak with culinary authority about the products, the more attractive they become to the customer.

When products are on sale- it is better from a marketing standpoint to say "**We have a great promotion today...the product is on promotion today**" etc, please the word **promotion instead of sale**

**Ask for the sale:** When a customer tries more than one product: Ask: "Which one was your favorite?"

When they answer "The Morbier", for example; you can guide them home by asking; "**Would you like to take some home today?**" This simple phrase will will greatly increase your sales if you are not already using it or an equivalent.

If I had a dollar for every time a customer was about to leave empty handed and that simple phrase; "Would you like to take some home today?", sold the product, **I would have a LOT of dollars!**

**"You deserve to take one home today" - "Take a little piece of France/heaven/Italy home with you today" - are some closing lines that have worked well for me.**

Be extra generous and kind to the staff. If you treat them right they will be your brand ambassadors when you leave and make your experience at their stores much easier.

**Cleaning up;** Always ask where you can wash up your service items. Much of the time they will run it through the dishwasher for you, or show you where to wash things.

When leaving, make sure you do not leave anything behind.

## Reporting

Reporting is the lens through which our clients see our performance and for that reason is critical to our success.. Please be accurate, thoughtful and grammatically correct. (I always use spell check!)

Here is a link to an instructional video on reporting

<https://www.youtube.com/watch?v=Z0V3mrPSNOE>

Reporting is also how we get **paid**, so please take the time to fill in all the fields in the online report and make the comments in the Customer Comment (what the customers said about the products) and BA Comment section (anything noteworthy about the store, staff supply, clientele as well as any comments on the location in the store and time of day) as thoughtful and relevant as possible.

Please contact me with any questions the first time or 2 you report. Once you get the hang of it it should take no more than 10 min.

If you run into any issues reporting that take you over 3 tries, please contact me to help you resolve the issue. I respect your time and am here to help.

You will receive instructions on how to use the APP and reporting in detail in a separate document.

**Have fun, your enjoyment of both food and customer interaction is the key to success!**