

## **Training Statement**

\*The night prior to sampling always contact the sales rep for product info and shift details

**Attire:** Business Casual – Look professional and presentable

### **Things to bring to each event:**

Bucket

Wine opener

Tablecloth

Towel

Ice - If needed – ask sales rep, based on product

### **Arrival time:**

Arrive between 15 – 30 minutes prior to set up. If it's the first time you've been to a location, err on the side of caution and arrive closer to 30 minutes prior.

### **Upon Arrival:**

Go in and introduce yourself to store manager/employee's and tell them DeCrescente sent you. Then tell them the products you'll be doing. They may already know but it's good to confirm the sales rep told them the correct product.

You work for the store that day so setup and do whatever the store manager/employee's want you to do.

### **Set Up:**

If store manager/employee gives you an option on where to set up, set up in most heavily trafficked part of the store. (Usually by entrance)

Locate product left at the store by the sales rep.

Put product on ice if needed.

Open wines and taste to ensure none are tainted or corked

Find location of product in the store and

Record prices of each product.

Then bring bottles back to your table for peoples convenience when they want to buy the product.

Do this in a way that looks visually appealing to customers. Also, set up props and any other sampling material that will enhance the appeal of your product to the customers.

## **During sampling:**

After you're set up you're just asking people if they would like to try free samples of the product.

Be as enthusiastic and energetic as you can be. It's your job to get denied, so don't feel bad if customers say no.

You don't need to leave the immediate sampling area. Allow customers to come your way and then ask, we don't need to chase them around like car salesman.

\*\*\*Beer events: I need at least 3 pictures. One you at the table all set up and then others of customer

Once a customer comes up to the table for a free sample.

- ID anyone under 30
- Inform them about the products your sampling
- Pour 1oz samples for wine and beer. Pour less than 1oz for spirits.
- Sample from least strong taste to most strong taste
- Keep the conversation going

After a customer has sampled your product, whether they have purchased something or not, smile and thank them for sampling your product. It creates good will.

\*\*In the event that the sample bottle provided by the sales rep is finished, do not open another store bottle. Contact the sales rep, check in with the store employee, and with permission from both open the store's product.

## **Recap:**

After every sampling a recap form needs to be submitted to:

<mailto:gatewaypromotionalcompany@gmail.com>

This form is quick and easy but is the key to Gateway getting paid. Please fill out drive time, ice cost, the products sampled and the price at which those products were sold for.

Throughout the sampling keep track of how many people sampled the products (approximately).

Also, keep track of how much of each product was sold and tally that up in the recap form.

Finally, at the bottom of the form there is room for additional comments. Please fill these in as well.

Enjoy and sell a lot!

-Mike Young