

Store Visit Guide

1. Pre-Game: Before the Store Visit

- What listings do you have at the store you are visiting?
- What promotions of your brand(s) are in play?
- How much inventory is required to support the promotion(s)?
- What are the start and finish dates of the promotion(s)?

2. During the Game: At the Store

➤ Ready for Business

A) Regular Placement

- Product(s) on the shelf
- Displayed in the right area
- Adequate inventory based on forecasted sales specific to that store

B) Paid Programs

- Product(s) on the shelf
- Displayed in the right area
- Adequate inventory to support the promotion
- Proper signage and promotional materials

➤ Upcoming Promotions/Opportunities:

- Discuss with Store Manager/Designate upcoming promotions, including events and media coverage (e.g. write up in newspaper or awards/accolades)
- Are there pending issues with stock availability? - I.e. back orders, shipping issues, production supply, etc.
- Are there any upcoming events or occasions that will increase demand for your product(s)?
- Present new listing(s)

3. Winning the Game: Trade-Led Educational Staff Tastings

- Have you scheduled a tasting?
- Is this a new listing or existing listing?
- Review occasion-based upselling, cross-selling and incremental sales opportunities for your product(s)
- Have you identified any upcoming promotions or events supporting the brand/product?
- Have you filled out the sell sheet to support the product and tasting? Follow the sell-sheet to ensure all information requested is covered during tasting.
- Do you have all the required items/ingredients for the tasting? – I.e. food samples, garnishes, spittoons, etc.

4. Post-Game: Follow Up Visit

- Have sales increased as a result of the Education Staff Tasting?
- Do you have an exit strategy for excess product?
- Deliver on what you promised = INTEGRITY = Collaboration, Accountability and Customer-Centric