

50+ Great (Ready-Made) Demo Report Questions

Tips for designing effective post-demo surveys
and suggestions for best-practice questions



GUIDED BY STELLA, PROMOMASH'S BRAND
MANAGER EXTRAORDINAIRE



A Few General Tips...

Before you start on your report questions, figure out what insights your company would most urgently like to get from your demos.

These questions generally fall under **How are we doing?** or **How can we improve?** in one of 3 categories:



- Brand ambassador performance
- Product performance
- Channel (store) performance



These are just a few general tips. If you'd like to get deeper into the psychology of surveys, check out the posts in the Promote Better blog, which you can find at blog.promomash.com

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In addition, you'll want to find out some **basic information about the shoppers** (demographics) **and the demo** (timing, duration, conditions) to help reveal correlations.

Be disciplined about asking as few questions as possible.
See if you can limit your focus to 3 target insights:

- 1 You should always find out how productive the demo was for sales (or sampling if it's a marketing-only event)
- 2 Then choose a focus area and ask 2 or 3 questions on it
- 3 Finally, choose one additional focus area and ask 2 or 3 questions on that



The 'target insights' above can be either operational insights or marketing insights

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You want to determine **how well you're doing in the store**, and **how well your product is doing** independent of the store.

The urgency of which answers you want most will depend on you and your company's situation.

Perhaps you have a new product that you want feedback on. Perhaps your product is already well established, and you are more interested in how well you are marketing and/or servicing the store in order to move those products. Or perhaps you are looking to optimize your pricing.



You could ask questions in a lot of areas, but people's attention is limited. You'll do better if you choose a small number of subjects and focus in on them like a laser.

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50+ World-Class Questions

In the next few pages, we've prepared a list of well-crafted questions to give you a “jump start” on assembling a world-class demo report template.

You can select a few questions from this list, according to what kinds of insight that your executive team is going to find most helpful at this point in time. Remember, try to focus on only a few questions at a time.

We also suggest that you think twice before re-wording any of the questions. There's actually quite a bit of strategy behind the way that some of them are worded! If you have any questions, we'd be happy to discuss the psychology behind the questions and what else might work better for your unique situation.



As your information needs shift over time, you can revise your template with new questions.

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AMBASSADOR/DEMO PRODUCTIVITY QUESTIONS

Number of customers sampled? (short numerical answer)

What was the impact of the weather conditions during the demo? (choose from dropdown)

- Cold/rainy/snowy enough to discourage shopping
- A bit cold/rainy/snowy, but not enough to affect shopping much
- Negligible or no effect from the weather
- A bit hot and/or humid, but not enough to affect shopping much
- Hot/humid enough to discourage shopping

What supplies do you need or would be helpful for your next demo?

What FAQs & answers did you provide today?

How many emails did you collect today?

What made this demo as good as it was?

What would have made this demo better?

What challenges and/or customer resistance did you face with the demo?

Did you restock the shelves at the end of your demo?

- Yes
- No

How many coupons did you hand out during the demo?

Please list the competitor name and product(s) of any competing demos going on in the store.

If there were any obstacles to achieving your activity/sales goals, what were they?

Should we do this event again?

- Yes
- No

Why?

QUESTIONS FOR THE SALES RESULTS TABLE
asked for each product demo'd

Beginning inventory (shelf qty)

Amounts restocked during the demo

Ending inventory (shelf qty)

Was this item on sale? (Yes/No)

Was this item OOS (out of stock) upon arrival? (Yes/No)

Did the item sell out during the demo? (Yes/No)

Was this item not even carried by this store? (Yes/No)

Number of facings for this item

Number of people sampled

Number of samples handed out

Number of units used for samples

STORE SUCCESS QUESTIONS

Location of demo in the store (check any that apply)

- Close to the product
- Far away from the product
- Near the entrance
- High traffic area
- Low traffic area

Store Traffic (choose from dropdown)

- 1=Dead
- 2=Slow
- 3=Moderate
- 4=Busy
- 5=Crazy!

Based on foot traffic and opportunity to increase sales, what do you think is the best time of day to demo at this store location?

- 10am
- Noon
- 2pm
- 4pm
- 6pm

Were there enough products on the shelf to support the demo?

- Yes
- No

Were shelf talkers / signage clean and visible?

- Yes
- No

If the products were on sale/promotion, were promotional tags visible on the shelf and on the table?

- Yes
- No
- n/a (not on sale/promotion)

Did you have marketing signage at the demo table?

- Yes
- No

First & last name of the broker you work with?

During the demo, did the staff direct customers to either the demo table or product on the shelf?

- Yes
- No

Does the store staff need product training?

- Yes
- No

Did you contact and/or educate any of the department's staff?

- Yes
- No

What went well and what went poorly during this event?

Please list any issues in the store that you think we can improve.

If you were able to get the buyer to place a re-order, please list the products, quantity, reason for reorder, and first/last name of the manager who will reorder.

If you heard of any other stores that may be interested in carrying our products during your demo, list them here.

PRODUCT QUESTIONS

How well did shoppers like the taste?

- 1=Blecccch!
- 2=So-so
- 3=Better than expected
- 4=Liked it
- 5=Yummy!

How well did shoppers like the price?

- 1=Too expensive!
- 2=A bit expensive
- 3=Ok
- 4=Reasonable
- 5=Very reasonable!

How well did shoppers like the packaging?

- 1=Ugly!
- 2=Not particularly exciting
- 3=Ok/neutral
- 4=Looks great
- 5=Wow!

When shoppers DID purchase a product, what was the TOP reason they bought?

- Loved the taste
- Taste was better than similar products
- Fragrance/smell
- Texture
- Expected health benefits
- (a particular ingredient here)
- Price
- Company mission/brand
- Other Reason:

When shoppers did NOT purchase a product, what was the TOP reason they didn't?

- Too much sugar / too many carbs
- Problems with (problematic ingredient(s)) ?
- Didn't like the texture
- Didn't like the taste
- Didn't like the smell
- Just not interested in this product category
- Other reason:

Any shopper suggestions for improvements to our product(s)?

DEMOGRAPHIC INFORMATION

Percentage of shoppers you engaged who tried a sample

(choose from drop down)

- 0-25%
- 26-50%
- 51-75%
- 76-100%

Predominant age range of shoppers sampled (choose from drop down)

- Children/teens
- 20s
- 30s
- 40s
- 50s
- 60s and older
- Most came as a family group of various ages

Predominant sex of shoppers sampled:

- Female
- Male
- Other

QUALITATIVE ASSESSMENT

(A M B A S S A D O R S)

List out the top 3 things on your mind regarding this demo

(A M B A S S A D O R S)

Any suggestions for how we could improve other parts of our customer experience?

(M A N A G E R S)

Describe your satisfaction or dissatisfaction with this demo, and any suggestions you may have for the future

In conclusion...

The key to a great demo report is to ensure that the questions you ask are clear, unambiguous, and provide you exactly the guidance you are hoping to gain, with a minimum of questions. The more you think in *advance* about what answers you want to end up with, the better you'll be able to ask the right questions from the start.

In planning out your questions, it's desirable to make the majority of them simple, quantitative answers – both to make it faster and easier for your ambassadors to answer, and to make quantitative analysis in a spreadsheet later easier. That said, many of the most important insights from a demo report will come from a few well-planned open-ended questions.

It's important to use exactly the same questions across all your demos, so you can compare the data over time. By giving your ambassadors clear, consistent questions, you will be creating a valuable database that gives you high confidence in the insights you get by analyzing it later. You will go from “I'm not sure” to “I know exactly how this region performs compared to that region” or “this ambassador's performance is 57% better than the average.”

Our questions here have been designed to help brands who want to use data to help identify the areas where they can improve their demo programs, and to then verify that their adjustments are actually working. They have been used by many of the best brands in the market, to answer the most common questions that brand managers have – while producing less confusion and more consistent answers by their ambassadors.

If these questions don't meet your needs or you would like suggestions on how to structure other questions for your particular case, please reach out to us at support@promomash.com, and we'll be happy to help!



For more info, visit **The Promote Better Blog** at blog.promomash.com