




Address:
745 Atlantic Avenue
Boston, MA 02111

Phone: 617 356 8125
Email: info@repsly.com
Web: www.repsly.com

The Guide to Effective In-Store Product Demonstrations



10 Keys to Successful Product Demonstrations

- 
- | | |
|--|----|
| 1. Hire the Right Person or Organization | 05 |
| 2. Craft a Great Sales Pitch | 06 |
| 3. Provide Samples to Employees at the Store | 06 |
| 4. Utilize Retailer Resources | 06 |
| 5. Allow Customers to Engage | 07 |
| 6. Don't Let the Table Go Unattended | 07 |
| 7. Provide a Souvenir | 08 |
| 8. Connect Online | 08 |
| 9. Ensure Clean Up Protocol | 08 |
| 10. Verify Execution and Track Performance | 09 |

INTRODUCTION

For consumer products, in-store samplings and demonstrations are the most effective ways to directly interact with your customers. What better way to guarantee your brand is seen by a shopper than offering a free sample of your product? According to a 2011 study in the British Food Journal, about three quarters of shoppers accepted a free sample when they were offered one in a demonstration.

Free samples also help consumers remove the risk of trying out new products and brands. It is a win-win for everyone; customers enjoy samples risk-free and your efforts can pay off in sales. Some studies have attributed in-store samplings to significant boosts in sales – for instance wine sales by 300 percent, lipstick and mascara sales by 500 percent, and frozen pizza sales by 600 percent. In addition to an increase in sales shortly after the demonstration, research has found significant long term effects of demonstrations. In a 2009 report conducted by an independent research firm Knowledge Networks, it has found that sales of sampled products increased 177 percent on the day of the demonstration and continued to increase more than 57 percent 20 weeks after the demonstration was conducted.

Retailers also have good reason to like in-store demonstrations. They encourage consumers to buy items they wouldn't have otherwise purchased and create a unique shopping experience. Costco, for instance, is well known for free samples and have created an entire culture around fun shopping.

If your brand is thinking of arranging in-store product samplings and demonstrations, here are 10 keys things to look out for.



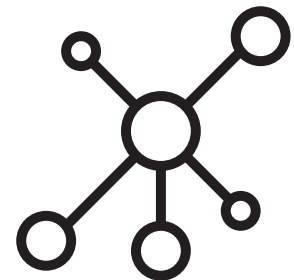


It is a win-win for everyone;
customers enjoy samples risk-
free and your efforts can pay
off in sales.

1. Hire the Right Person or Organization

Brands have the choice of either carrying out demonstrations internally or outsourcing it to an event sampling or field marketing company. Either way, the people who are demonstrating your product should to some extent reflect your brand and target customers' persona. The more they can relate to your customers, the better your marketing messaging will be communicated.

Demonstrators should also be knowledgeable about the ins and outs of the product. Especially in the case of natural and organic products, they must know the ingredients and be able to answer questions about them. If you're selling food related items, it is also helpful to know how the product can be utilized in various recipes. Prepare your brand ambassadors with a list of frequently asked questions in advance to assist them with being more well-informed.



2. Craft a Great Sales Pitch

Demonstrators should be trained on how to craft their sales pitch in stores. Shoppers will feel less encouraged to take a sample if they feel like they might be getting sucked into a sales pitch. Demonstrators should know how to read customers and craft a sales pitch based on their engagement with the customer. For instance, they shouldn't provide a long sales pitch to someone who looks like is in a rush. As a general rule of thumb, in store demonstrations are not a training session. It is an elevator pitch to the consumer. Sales pitches should leave out the details and quickly highlight the benefits of a product.

3. Provide Samples to Employees at the Store

There are many benefits to having the in store staff try out your products. Firstly, it strengthens your relationship with your retail clients and provides them with a good impression on your brand. Secondly, staff members may potentially become your extra brand ambassadors in stores. For example, if the store staff members like your product, they will be more likely to recommend your brand to customers in stores and spread the word of mouth on your products.

4. Utilize Retailer Resources

Demonstrators should ask retail clients if they might be willing provide some resources for product displays. Often times, retailers may lend vendors materials like cutting boards, tools, and random decoration items like fresh flowers to set up displays. It never hurts to ask when it might shed considerable time and resources on your part.



5. Allow Customers to Engage with Products

Depending on the type of product, try to engage all of your customers' senses especially their tactile perception. This means allowing your customers to touch, hold, and use your product. Demonstrators should actively invite customers to engage with the products and verbally guide them through how to use the product so they can personally experience it for themselves.

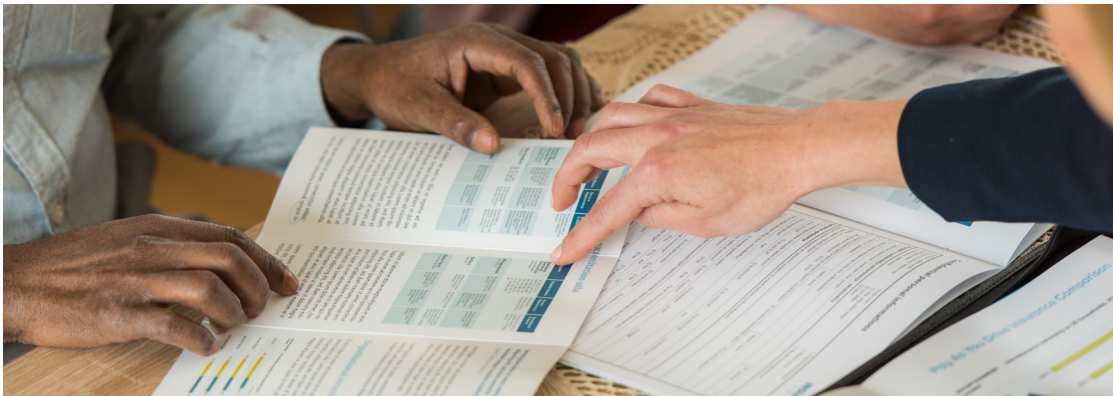
6. Don't Let the Table Go Unattended

In the same 2011 study mentioned in the British Food Journal, there is a sense of social reciprocity involved during samplings. "Samplers with a heightened awareness of the presence of others at the sampling station may feel a level of social pressure to make a post-sample purchase." In other words, when shoppers take a sample, they may feel like they owe the demonstrator something in return. So be sure that your station is always manned during operations.



7. Provide a Souvenir

Besides providing shoppers with a sample, your table should also have a souvenir to help your samplers remember you after they left the store. Some brands choose to distribute coupons and brochures, but other swag like refrigerator magnets, stress balls, and bottle openers work as well. Regardless of the type of item, your goal should be for the shopper to think about your brand again outside of the store which reinforces brand awareness.



8. Connect Online

In addition to a souvenir, product demonstrations should also offer digital action item for shoppers who are interested in further interacting with your brand. These action items can include signing up for an email subscription or connecting on social media, such as Facebook, Twitter, Foursquare, etc. Ensure that your demonstrators are knowledgeable about your social media platforms so that they can help potential customers find you online.

While not everyone will want to provide you with an email address, it is always useful to have the option to do so. After the demonstration, be sure to follow up with your new subscribers with an email blast. The combination of in-store and online experiences will enhance your marketing efforts.

9. Ensure Proper Clean Up

Cleaning up after a demonstration is important for maintaining your retail client relationships. It is just basic etiquette to not leave your mess with the client. Clean up the space that you used and return all items that have been borrowed. Proper cleanups show your clients respect for the opportunity to display your products.

10. Verify Execution and Track Performance

Confirm that your samplings and demonstrations are being conducted in the correct placement and conditions in stores. Managers should be able to view how their brands are being presented to consumers.


Some brands choose to use Mobile Forms to track quantitative and qualitative data on their sampling efforts.

Allow your brand ambassadors to take photos of the event and record information on length of demonstrations, number of samples and coupons distributed, and sales before and after the demonstration.

Tracking performance will provide you with greater insights into how to optimize your future demonstrations.

Demo Forms, such as the one pictured on the right, are often used by brands to collect data on In-store promotions.

Provided by Repsly Mobile CRM



Jessie Estrada
Whole Foods Market
 4 Union Square East New York, New York 10003, United States


1/11/2017 7:30 PM

Demo Information

Products promoted

Strawberry Banana Yogurt

Photo of venue



Estimated number of participants at the event

100-200

Number of Samples Distributed

70

Number of Coupons Distributed

26

Clean Up After Demo?

yes

Sales Information

Inventory on the Shelf BEFORE Demo

32

Inventory on Shelf AFTER Demo

14

Any Comments


Noteable Comments from Consumers

Many people loved our product! At one point we had a line going for people who were waiting to get samples.

Noteable Comments from the Store Manager

Jim wasn't in today but we will follow up with him the next time we are here!

Signature



CONCLUSION

When conducted properly, product demonstrations can have a significant impact on brand awareness. It is important, however, that you take the time to invest in training and coaching your demonstrators to maximize your return. Provide them with sufficient preparation materials and combine your in store marketing with your online initiatives.

Keep all this in mind and you should be ready to spread the word on your brand - one sample at a time!





Address:
745 Atlantic Avenue
Boston, MA 02111

Phone: 617 356 8125
Email: info@repsly.com
Web: www.repsly.com

