

5 REASONS YOU'RE IN-STORE DEMO PROGRAM IS LOSING MONEY

LOW INVENTORY

Sometimes we show up for a demo and there isn't enough product in stock. Low inventory = low sales. We recommend having at least 24 bottles in stock for demos



NOT TAKING ADVANTAGE OF STORE PROMOS

Doing demos with the products featured in a store promotion often generate 25% more revenue as compared to demos featuring a product not aligned with a promotion. EX: Demo chardonnay while the store has a chardonnay promo

QUALIFIED BRAND AMBASSADORS

Ask your promotional agency how the ambassadors are trained. You are paying, so you have every right to know if those representing you, have been properly trained



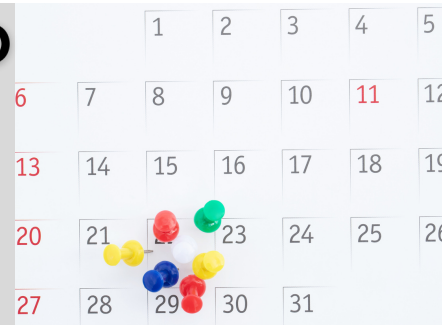
NOT SCHEDULING FAR ENOUGH IN ADVANCE

Sometimes last-minute things pop up. We get it. Everyone is vying for the same space, so the sooner schedule your demos, the better the demo spot you can get



PICKING THE WRONG DAYS & TIMES TO DEMO

Don't assume which days & times are best. Speak to the store manager and ask them what are historically the busiest times.




winetasters choice

#1 Ambassadors that drive your conversion rate

If it pours, we promote it

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