

EVENTS 101

In-store events are one of the best marketing tools when it comes to influencing consumer purchase decisions. CROSSMARK in-store events are usually performed in a variety of retailers from regional or national grocers, to clubs or warehouses, home improvement stores, and other larger retailers with heavy consumer-traffic. There are two types of events, food and non-food. This training will cover both.

Typically the event will occur close to where the product is placed in the store so consumers can easily find the item to purchase immediately. Sometimes the store has you set up in "Action Alley." If this happens, always know where your product is located in the store and that day's selling price so you can direct shoppers to it.

Events are normally conducted at peak times when consumer traffic is at its highest. This is usually from Friday to Monday, mid-morning to late afternoon. This of course can vary based on retailer and geography.

And if you haven't guessed, you are the most important component of a successful event. How you present the product and the attitude in which you conduct the event can translate directly into sales. In the customers' eyes, you are the product rep, the expert, and the spokesperson, so it's important that you talk about the features and benefits of the product being showcased.

You must have a neat and clean appearance as well as follow the CROSSMARK dress code, which includes wearing black pants and shoes, white shirt with collar and a black CROSSMARK apron. Promptness is also important because there are expectations not only from us, but from store managers and vendors as to the times events will be kicking off.

Our goal is two-fold:

- Educate shoppers and get them to make permanent changes in their purchasing behavior
- Boost sales for CROSSMARK clients

How do different parties benefit from CROSSMARK Events?

The customer: They receive more personal attention when interacting with products, increasing odds of purchase.

The retailer: It expands their sales staffs and builds relations with suppliers and manufacturers.

The manufacturer: Creates good will in the market place and sales growth for a minimal cost.

The rep: You have the ability to interact with customers, gaining a better understanding of the buying experience from the customer's perspective.

FACT: Events do sell product

People don't want to be sold, they want to be informed. After that, they can make educated purchases.

In fact, we have proof that events really do help sell product.

- 70% of brand purchasing decisions are made in-store
- 9 out of 10 consumers would purchase product if satisfied in-store
- 6 out of 10 shoppers said first hand experience would be the most effective way to encourage purchase
- 76% of consumers made a purchase as a direct result of sampling