

## MAKE YOUR DISPLAY SPECIAL



**PRESENTATION MATTERS!**

### SAMPLING DISPLAY CHECKLIST

- Display plenty of product to sell
- Post correct product pricing signage (as well as allergen signage if applicable)
- Follow food safety guidelines for proper holding temperatures and temperature tracking
- Stack shopping baskets next to display to encourage sales
- Have hand sanitizer available for customers
- Have trash can available for customers

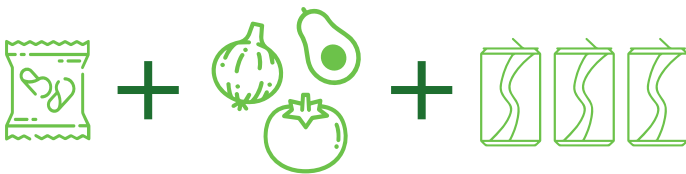


#### **Food Handler Card required.**

Visit the [Food Safety SharePoint page](#) to review the most current "Sampling Event Instructions" for more detailed food safety information.

## BUILD THE BASKET

Inspire customers, get creative! Create a snack or meal recommendation and have the ingredients nearby to increase sales.



### TIPS TO INCREASE BASKET SIZE

1. Create a one-stop-shop. Have every ingredient you need for your recommendation nearby.
2. Leverage ongoing promotions and sales.
3. Recommend Sprouts Brand products whenever possible.
4. Pick a sales goal with your Manager before starting. Celebrate with your Manager at the end of your shift on how much you sold!

## SELL NATURALLY

**Positive customer experiences start with you.** Have fun with it and make it your own!



1. **Be proactive.** Greet and ask every customer if they would like to try a sample.
2. **Be yourself.** Ask open-ended questions and use your personal expertise when helping customers!
3. **Educate customers** using product knowledge cards and product attributes.
4. **Invite the customer to buy the product.**
5. **Thank the customer** and offer a shopping basket.



Connect with your Store Manager and complete the "Selling Naturally" Virtually Reality training.