

PROGRAM OVERVIEW

This program creates engaging experiences with our customers while building a culture of active selling. This will increase basket size, customer engagement, and store profits.

SAMPLING CAPTAINS

You are responsible for leading this program.



- 1 Work closely with your DD and RVP to launch this program in your district.**
Your effort sets the tone. Show your excitement and determination for the program.
- 2 Support stores in your district.**
Assist and coach Store Managers who need help. The financial implications are huge. Start building the culture today to reap the rewards tomorrow.
- 3 Monitor program implementation with your DD & RVP.**
This is an ongoing program, build a culture of customer service. Celebrate wins and keep the momentum going.

SAMPLING RESOURCES

Communication

- Contest Sampling Results (Service SharePoint Page)
- Weekly sampling details (The Weekly Playbook)

Training

- Greet & Ask (Sprouts Academy Module)
- "Selling Naturally" Virtual Reality (VR Headset)
- "Building a Culture of Sampling" job aid (Service SharePoint Page > Training Documents)
- "Food Safety Quick Tips" job aid (Service SharePoint Page > Training Documents) - *Keep this at your sampling station.*

Food Safety

- Food Handler Training & Certification for Team members (Sprouts Academy Module)
- Food Safety Manual (Educate & Enrich, Sprouts Academy)
- Food Safety Sampling Standard Operating Procedures (Food Safety SharePoint Page)

STORE MANAGERS

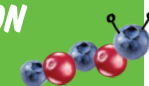
You own the success of the program.



TRAIN AND COACH SALES AMBASSADORS

- 1 Hire Sales Ambassadors for your store.**
- 2 Schedule Sales Ambassadors for 28 hours per week.**
 - Find the forecast for Sampling hours in Logile under Sub-Department: "Misc Labor", Labor Task: "Sales Ambassador"
 - Schedule Sales Ambassadors Monday, Tuesday, Friday: 2pm – 6pm; and Saturday, Sunday, 10am-6pm
- 3 Train Sales Ambassadors:**
 - Food Safety:** Ensure they have obtained their Food Handlers Certification (if required by your jurisdiction)
 - Customer Engagement:** Ensure they have completed the "Greet & Ask" training on Sprouts Academy
 - Selling:** Ensure they complete the "Selling Naturally" VR Training and review with them the "Building a Culture of Sampling" job-aid
- 4 Coach, observe, and provide feedback.**
 - Set up sampling fixture at the front of the store in a high-traffic position.
 - Before each sampling event, meet with your Sales Ambassador to **set a sales goal for the event** and discuss product attributes to share with customers.
 - After each sampling event, **revisit the goal** and celebrate sales and provide feedback.

TRAIN ALL STORE TEAM MEMBER ON "ALWAYS ON" SAMPLING



- 1 Empower** team members to open product that customers are interested in sampling.
- 2 Coach** team members to educate customers on product attributes.
- 3 Recognize** team members for a job well done!