



Midwest Corporate Office

1030 West Division Street
Chicago, Illinois 60642

312.255.9800
RestaurantDepot.com



Midwest In-Store Demonstration Program Quality Standards and Best Practices for Self-Demonstrations

The following document outlines Jetro/RD best-practices and quality standards for our in-store demonstrations. We ask that all demonstrations comply with these practices to display your products and our stores to their best advantage.

QUALITY STANDARDS AND ADDITIONAL SELF-DEMO PROTOCOL

- Only in-stock items may be presented, displayed or demonstrated. Products that are unavailable for purchase at the Jetro/RD warehouse in which the demo is being conducted may NOT be presented or demonstrated.
- Identifiable, competitor-branded products (including ingredients, paper supplies, utensils, etc) may not be presented, displayed or used on a demo table.
- While it is best that you provide the product to be used in your demonstration, you may also speak to the store manager about pulling items from store stock for this purpose. Your company will be billed via a store Adjustment Voucher (A/V). You may only A/V product or supplies which will be used during the course of the demo.
- Demos MUST be scheduled and approved via the RDDemos.com web portal, without exception. Demos may NOT be scheduled directly with warehouse management.
- It is highly encouraged that you reach out to the store the day before your demo to assure product is in stock, on display and priced correctly. A store manager can assist with answering these questions.
- Upon arrival for a demonstration, please sign in and acknowledge the health and wellness policy at reception. We encourage you to introduce yourself to the management team; they can be a helpful resource to you.
- Managers or Inventory Control personnel may be asked to print shelf tags for each item you present so you have accurate pricing information on-hand for customers.
- Prior to beginning your demo, locate your products within the warehouse so you may accurately direct customers to the displays.

- There are 4 potential demo time blocks available each day:
AM Block: 8AM to NOON – 1x Electric Block & 1x NonElectric Block
PM Block: 1PM to 5PM – 1x Electric Block & 1x NonElectric Block
- Access to electricity in each store may be limited so all demos requiring electricity **MUST** specifically book the Electric time block when at time of scheduling. Allowance is given for 30min before and after these time blocks for set up and cleanup. Demonstrators are expected to stay for the full duration of their scheduled time block.
- The warehouse team will provide you with one 6ft table for your demo. You are responsible for bringing and / or purchasing all other items for your set up (including tablecloth, extension cords, etc).
- Jetro/RD demo carts and equipment is for exclusive use by the RD Demos team.
- In the event that you need to reschedule your demo do so online immediately. If you are not able to make a change online, contact info@rddemos.com within 24 hours of your missed demo event. Demo fees will apply to any demos not properly cancelled or rescheduled.
- After conducting your demo, review sales with the branch manager as well as any issues or concerns.
- The purpose of a demo is to demonstrate product features and benefits and ultimately impact sales. We encourage our managers and employees to try a sample of demonstrated products. This allows them to gain helpful product knowledge that they can pass along to customers after the conclusion of a demo. **HOWEVER**, at no time should any employee “break” in the demo area. Abuse of the samples (such as excessive, repeated sampling by the same individual) should be reported to management and / or the Midwest Marketing team (RDMarketingMW@jetrord.com).

DEMONSTRATION BEST PRACTICES

Professional Displays

- The purpose of a demonstration is to attract attention to your product and to encourage customers to try something new. Make sure your product displays are polished and professional-looking.
- We highly encourage you to bring a table cloth and product signage to enhance your display.

Personal Appearance & Demeanor

- When demonstrating product in our stores, remember you are representing the product, broker AND Jetro/Restaurant Depot. **CUSTOMER SERVICE GROWS EVERYONE’S BUSINESS!**

- Present yourself in a manner that makes the customer interested in your presentation.
 - Neat, clean attire (Business Casual or Chefs' Clothing)
 - Well-groomed overall appearance
 - Friendly, approachable attitude
- At no time should demonstrators use cell-phones or tablets at the demonstration tables. This discourages interaction with customers and projects an unprofessional demeanor. Calls should be kept to a minimum and, when necessary, please step away from the table and follow health and safety protocol upon your return.
- At no time should a demonstrator eat or drink at his or her station. This is a food safety violation! Please step away from the table to eat or drink follow health & safety protocol for handwashing, sanitizing and glove-wearing afterwards.

Product Knowledge

- Be well-versed in the specifics of the products you are demonstrating. (ie: Battered/Breaded? Whole muscle/Trimmed? Natural/Marinated?)
- Understand and be able to explain the various uses of the product. (ie: Appetizer/Side Dish/Main Course? Seasonal/Year-Round?)
- Know the current pricing of the product. Have a manager print shelf or sale tags. If the product is featured in the monthly flyer or mailer, have copies available on the table.
- KNOW THE PORTION COST! It's easier to sell a \$50 case if a portion that sells for \$4.95 costs the customer \$2.08 per serving!

Customer Knowledge

- Be prepared to re-introduce the product to a previous user as well as present the product to a new user (i.e.; White tablecloth restaurant vs family restaurant. Deli vs caterer)
- Engage the customer in conversation, offer menu suggestions and ask for his/her applications.