

# ADULT BEVERAGE

# FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

**WELCOME!**

# TARGET AB SAMPLING

## GUEST FEEDBACK

As you know, we have added a new survey question to provide feedback for our Supplier Partners. We've compiled a few examples of some great and not-so-great answers to help you provide the best feedback possible!

Remember...

- This should be quoted directly from Target Guests regarding their feedback on the featured product's price, packaging, flavor, etc.
- Your feedback is incredibly helpful to our supplier partners!

### Helpful Feedback:

- "Smooth and crisp, I like the low-calorie part"
- "I didn't know they made a lite beer, it's really good"
- "I don't care for the aftertaste that it has"

### Generalized Feedback:

- Nice
- Good
- Thank you

# TARGET AB SAMPLING

## AMP TIPS

We've compiled a few helpful tips for using AMP:

1. Always synchronize the app every time you open the app
  - Remember, the app doesn't synchronize every time you open it.
2. Log off completely when you are done for the day.
3. AMP Video Links
  - [How to Start, Pause, Continue a Project and Find the Manual](#)
    - <https://vimeo.com/926081064?share=copy>
  - [Navigation Toolbox, Settings, and How to Find Your Schedule](#)
    - <https://vimeo.com/926015234?share=copy>
  - [How to Clock In/Out, Check In/Out, and Log In/Out](#)
    - <https://vimeo.com/930660024?share=copy>
4. We are working on solving glitches – let your supervisor know of any issue(s) you have with AMP so we can work on it!

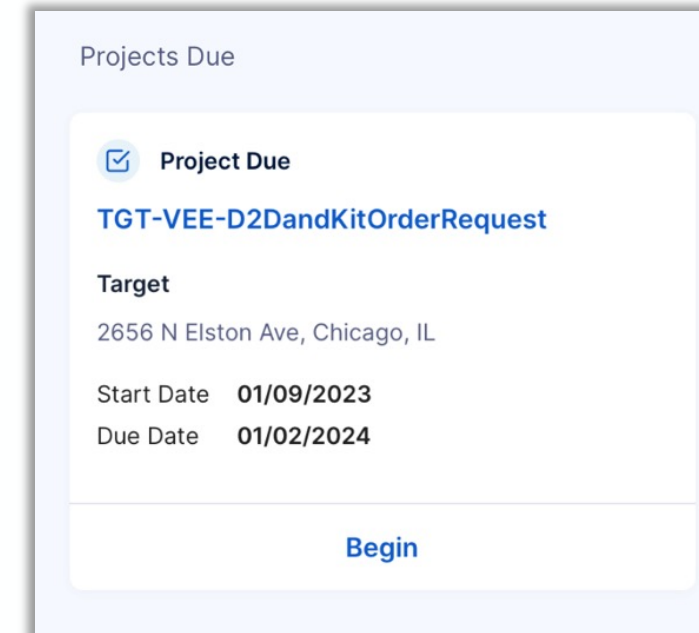


# TARGET AB SAMPLING

## RESTOCKING DEMO SUPPLIES

Use these tips when ordering/buying carts, parts, or demo supplies for your demo...

1. You can order any demo supplies, carts, or cart parts using the TGT-VEE-D2DandKitOrderRequest mplan
  - please use the ordering mPlan **BEFORE** you leave your store ideally (Friday or Saturday so we can order on time for your next event)
2. Some items can be purchased at the store. However, **you will need your supervisor's approval** before purchasing any items that aren't included in your manual.
3. If your signage is not looking great, or you still have the white permanent signage you will need to order a new set.



# TARGET AB SAMPLING

## RESTOCKING DEMO SUPPLIES (CONT.)

### Order using mPlan:

- Starter AB kit (full kit including demo supplies and cleaning supplies)
- Pour spout
- Soufflé cups (100 ct.)
- Trash can
- Trash can liners
- Wine bucket
- We ID sign

### Buy at the store:

(with supervisor approval)

- Cleaning wipes
- Rubbing alcohol
- Paper towels

Please reach out to your supervisor if you have any questions!

# TARGET AB SAMPLING


## UNIFORM INSTRUCTIONS

For every event you execute, you should always wear your uniform including: your name tag, gingham shirt, apron, black pants, and closed-toe shoes. Product Connections will send you a shirt, name tag, and apron during your second week on the job.

- This applies to demo events, not to set up or teardown (unless you are setting up/demoing the same day).
  - Until you have a Gingham shirt, wear a black or white button up shirt.
- Flip flops, Crocs, heels, or any other open-toe shoes are **NOT** allowed at any time on the job!
- **Reordering:** Product Connections provides all employees with 1 Gingham Shirt and 1 Apron.
  - If you run multiple demos per week, or you need to reorder a uniform piece, please check with your supervisor if you qualify for any uniform-related re-ordering.
  - If it's too hot to wear long sleeves for set up or teardown single visits, check with your supervisor what would be appropriate uniform to wear. Remember be professional, you are representing PC and our vendors and always wear a name badge.

**PRODUCT CONNECTIONS**  
**BRAND AMBASSADOR UNIFORM**

It is important to make sure you are always dressed in the correct Brand Ambassador uniform as you are representing Product Connections and Target stores. Use this reference guide as a tool of what you should be wearing each time you execute an event.



**Gingham Shirt**  
\*Provided by Product Connections after second week of work  
\*Until you have a gingham shirt, wear a black or white button up shirt

**Apron**  
\*Provided by Product Connections after second week

**Red AB Name Tag**

**Black, Professional Pants**

**Black, Closed-Toed Shoes**

# TARGET AB SAMPLING

## DEMO EVENT SETUP

For every event you execute, you should always wear your uniform, create a nice product display, place your wet kit on the second shelf, use the correct QR code/price signs, and have your WE ID sign visible.

A few other reminders:

- Arrange the product neatly
- Make sure to wipe down your cart before your demo
- Wines/liquor should be in rows of 3 or 4 depending on the size of the bottle as pictured on the right.
- You should only have product inside the wine bucket, or on the side of the wine bucket if product is not to be served chilled
- Place the trashcan on the side or behind the cart if you are in a high-traffic area
  - Please do not use Target bags as liners





# TARGET AB SAMPLING

## DEMO EVENT SETUP (CONT.)

If you have little inventory, please make sure to still make sure the product looks neatly displayed like both pictures on the right

A few other reminders:

- Wine/liquor bottles will still need to be in rows of 3 or 4 depending on the size of the bottle
- Seltzer/beer boxes are to be displayed with the label facing out and spread out evenly (as pictured on the right)
- Don't forget the goal is to encourage customers to pick up the product from your visually appealing display!



# TARGET AB SAMPLING

## LANDING PAGE TUTORIAL

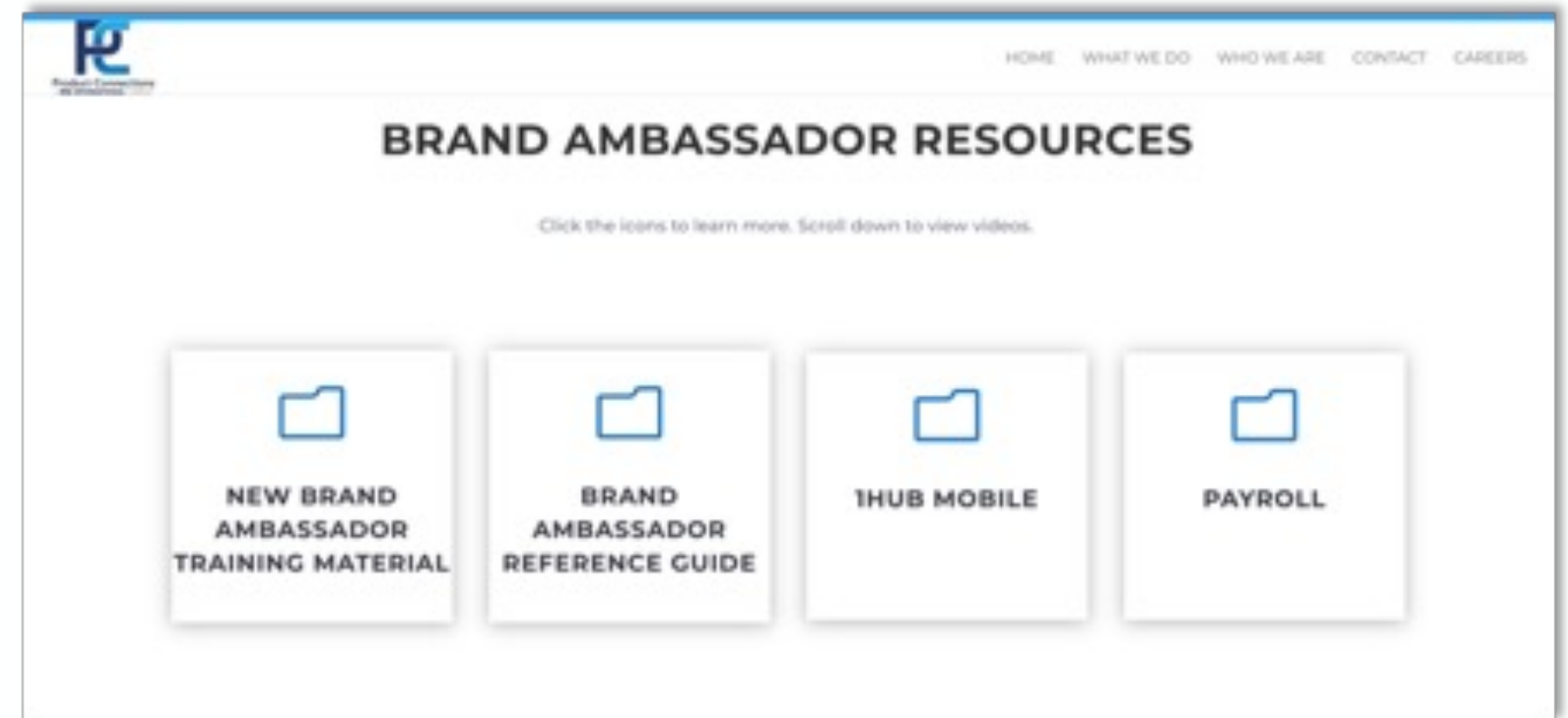
Please don't forget to utilize the Landing Page! The Landing Page is a powerhouse of training videos, essential documents, and resources designed just for you!

To access the Landing Page, go to:

<https://productconnections.com/ba-resources/>

A few ways to use the Landing Page:

- If you need to check how to add/approve mileage
- Need a refresher on AMP
- Want to look at previous AB Expert series
- Get additional training support



# TARGET AB SAMPLING

## AB EXPERT SERIES – SPRING COCKTAILS

<https://www.youtube.com/watch?v=mUrccK2tvMQ>

- Remember, you have the best tools at your fingertips with the AB Expert Series!
- These videos are located on the BA Landing Page under the AB Expert Series tile.
- We will continue to provide additional videos and training material to help make of you the best in the category!



# 1 Year Anniversaries

**NyAsia Moore, SC**  
**Christine Bresky, FL**  
**Steven Moore, IN**  
**Sherry Ogle, IA**  
**Chereen Lewis, NV**



# EMPLOYEE OF THE MONTH NOMINEES:

Linda Insouta, FL

Roger Bertoncini Bianchi, TX

Sabria Hazard, VA

Berenice Mendez, IL

Jordan Goddard, AZ



# EMPLOYEE OF THE MONTH

**Roger Bertonicini Bianchi**

**April 2024**

THANK YOU  
for going the

**EXTRA MILE**

BAs nominated will get a gas card for going the “extra mile.” These folks go above and beyond in their BA duties!

**THANK  
YOU!**

**Jonathan Lo Presto, NC  
Natalie Dutton, VA  
Katelyn Howe, IL**





# PHOTO OF THE MONTH NOMINEES

Beverly Wong, TX



Paulina Pulido, FL



Linda Insouta, FL



Suzanne Hudson, NC



Carisa Davis, TX



# PHOTO OF THE MONTH WINNER:

## Beverly Wong, TX

- Clean & Complete Uniform
- Name Tag
- WE ID Sign
- Sampling Supplies
- Fully Stocked Featured Product
- D2D Cart Price Sign and QR Code



# TARGET AB SAMPLING

## WE WANNA KNOW...

How AMP is going and what questions do you have on AMP?

- Please raise your hand and we call on you to hear your feedback!

**Q&A**

**THANK  
YOU!**