

# PRODUCT CONNECTIONS

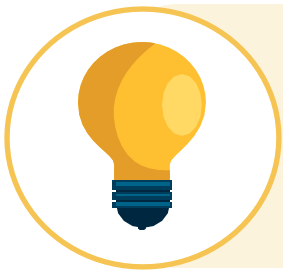
## STORE COMMUNICATION TIPS



It is important to maintain your relationships with your Target partners in both the front of the store and the back room. A strong relationship with your Target partners means you are less likely to lose the D2D cart and more likely to get the help you need while in-store, which will lead to better program execution.

### Wet Sampling Program Introduction

- Upon arriving at your store, make sure to check in with Guest Service and sign the vendor log. (Look for pages with the Crossmark/Product Connections logo)
- Not sure how to break the ice with your Target Partner? Try using one of the scripts below!

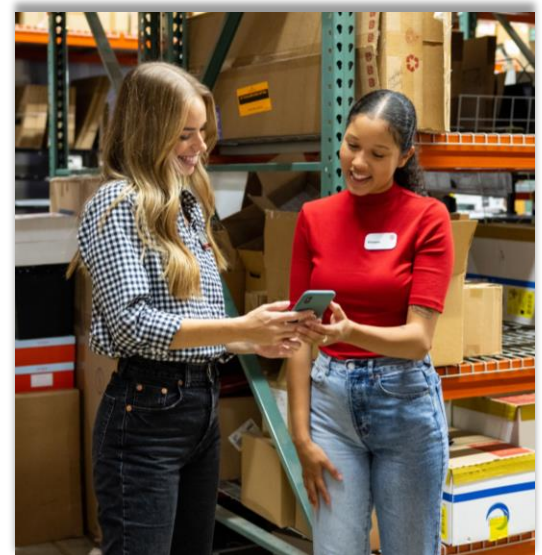


### Helpful Tip:

Try smiling when breaking the ice! When you smile, you come across as friendlier, more trustworthy, and even more confident.

### At Guest Services:

Hi! My name is \_\_\_\_\_. I am a brand Ambassador with Product Connections, and we are Target's preferred Adult Beverage sampling agency. Today, we are launching the Adult Beverage (AB) Sampling Program at your store! Can you please direct me to the Food & Beverage Leader so I can introduce myself and the program? Thank you!



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## STORE COMMUNICATION TIPS



### FBL (Food & Beverage Leader):

Hi! My name is \_\_\_\_\_. I am a brand Ambassador with Product Connections, and we are Target's preferred Adult Beverage sampling agency. Today, we are launching the Adult Beverage (AB) Sampling Program at your store!

You should have received a communication in Workbench, issued by Jamie Benson (Business Partner - Food & Beverage Operations) with program details. However, I'm happy to share additional information about the program and provide you with the Corporate approval letter. (Show launch and corporate flyers)

**PRODUCT CONNECTIONS – WET SAMPLING PROGRAM**



Hello!

Allow us to introduce ourselves, we're Product Connections! We have some exciting news... beginning **March 3<sup>rd</sup>, 2023**, we will begin Adult Beverage wet sampling in your store.

We're so excited to be launching this in your store and hope you are too! Here are a few details:

- The D2D cart (pictured below) will be on the floor from Friday morning to Monday morning.
- A 3-hour wet sampling event will take place on either Friday, Saturday or Sunday.
- Our Brand Ambassador will be using the same cart to do wet events that we use for the display.
  - Fun fact: that's why we call it a D2D cart - Display to Demo.
- Our Brand Ambassador will also be storing their wet sampling demo kit in the backroom. They'll work with you to ensure it's in the correct location.
- **Want to know more?** Check Workbench for more detailed information and future updates!

If you have any questions at all, let us know! We've also included an approval letter from Target HQ for your review.


Thank you,  
The Product Connections Team  
[www.productconnections.com](http://www.productconnections.com)



Scan this QR code to see the schedule for your store.



Product Connections' D2D Cart



**Date:** January 2024  
**To:** Store Director, Food & Beverage Leaders  
**From:** Jaime Benson  
Business Partner - Food & Beverage Operations  
**Subject:** Target Approval – Product Connections In-Store Sampling & Virtual Engagement Experience (VEE)

Product Connections, a WIS International Company, is leading and staffing a wet sampling program with a Virtual Engagement Experience (VEE) component intended to heighten the in-store experience and drive sales. This program will be executed every weekend with the following schedule:

**Friday AM:** Program Setup (Display setup and left on sales floor for duration of the weekend)  
**Friday, Saturday, or Sunday:** 3-hour live sampling demo on the same display cart (Cart transforms from demo cart to sampling cart)  
**Monday:** Program Teardown

On these days when the Product Connections Brand Ambassador signs in at Guest Services, they will check in with a Food & Beverage leader and may require brief assistance from them. Target supports this program and requests your cooperation in giving the Brand Ambassadors permission to enter the backroom, access the Sampling Supply Area or designated back room storage area, and support the setup, maintenance and teardown of each event, and access to a 3-compartment sink to wash, rinse, and sanitize sampling equipment. Please support the setup, sampling, maintenance, and teardown of each event; reference Workbench | Product Connections Adult Beverage Sampling for additional information.

Listed here is a brief overview of how you can help support:

- Help Brand Ambassador locate best location in-store to place metal cart during the weekends, usually near the Adult Beverage area.
- Work with Brand Ambassador to secure space in the backroom near Adult Beverage area to store metal cart or in Sampling Supply Area (space should be easily accessible and not require a forklift or heavy lifting to locate and move metal cart).
- Communicate with receiving team members that additional product will be sent in for these events and should be accepted in the weeks leading up to each program.
- Assist with printing price sign for featured product as requested by Brand Ambassador.

Thank you for your support and please submit a mysupport or email [FoodBevSampling@Target.com](mailto:FoodBevSampling@Target.com) with any questions.

Sincerely,  
Jamie Benson  
Business Partner – Food & Beverage Operations

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## STORE COMMUNICATION TIPS



### If your D2D cart was shipped to the store:

Hi! Our Wet Sampling Cart was shipped directly to the store. (Show photo of shipping package) It looks like it was received by \_\_\_\_\_ on XX date. (Check with your supervisor for shipping confirmation).


I will be assembling the cart today and setting it up with \_\_\_\_\_ item (check product(s) as shown in your manual). Where would you like me to set up my cart for the weekend?



### D2D CART SHIPMENT

Three boxes will be shipped directly to Target stores for the launch. Future replacement carts or cart parts will be shipped directly to Brand Ambassadors.

<p><b>ATTENTION:</b> Target Store Receiving, Food and Beverage Lead</p> <p><b>PLEASE HOLD FOR:</b> Product Connections Brand Ambassador</p>	<p><b>ATTENTION:</b> Target Store Receiving, Food and Beverage Lead</p> <p><b>PLEASE HOLD FOR:</b> Product Connections Brand Ambassador</p>	<p><b>ATTENTION:</b> Target Store Receiving, Food and Beverage Lead</p> <p><b>PLEASE HOLD FOR:</b> Product Connections Brand Ambassador</p>
<p>Adult Beverage Virtual Engagement Cart</p> <p><b>D2D Pole</b></p>	<p>Adult Beverage Virtual Engagement Cart</p> <p><b>D2D Cart</b></p>	<p>Adult Beverage Virtual Engagement Cart</p> <p><b>D2D Topper</b></p>



D2D CART POLE

D2D CART TOPPER

D2D CART BASE



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## STORE COMMUNICATION TIPS

### Building relationships with your Target Partners

Building relationships with your Target Partners is crucial for a successful, long-term program in your store. Here are some helpful tips:

- To effectively build relationships, get to know your Target Partners!
- Say hello when passing, smile, and use their name.
- Make eye contact, smile, and always have a cheerful greeting.
- Maintain a strong communication flow: your information and feedback matter!
- Be polite, respectful, friendly, and helpful.
- Be respectful of the store and back- room spaces

