

VEE FOCUS

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

CALL



Product Connections
A **WIS INTERNATIONAL** COMPANY.

WELCOME

TARGET WET SAMPLING

RECAP PHOTOS

- Did you know that your event photos are a huge component of the Wet Sampling Program? Today, we are going to walk you through a recap that we send to our suppliers so you can see firsthand where your pictures go!



Product Connections, Confidential and Proprietary

TARGET WET SAMPLING



In Store Sampling Recap



EVENT EXECUTION

79 Scheduled Stores
86% Executed (68 stores)
14% Non-Executed (11 stores)

Pre-Event Average Sales
Executed Stores

\$819.16

Total Event Sales
Executed Stores

\$3.87K

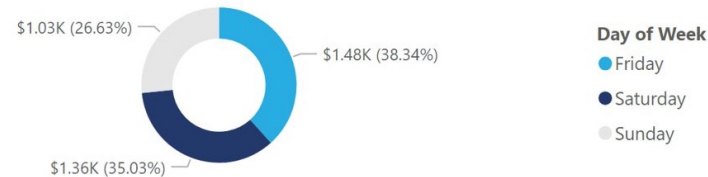
Total Sales Lift
Executed Stores

372%

Sales Details by DPCI

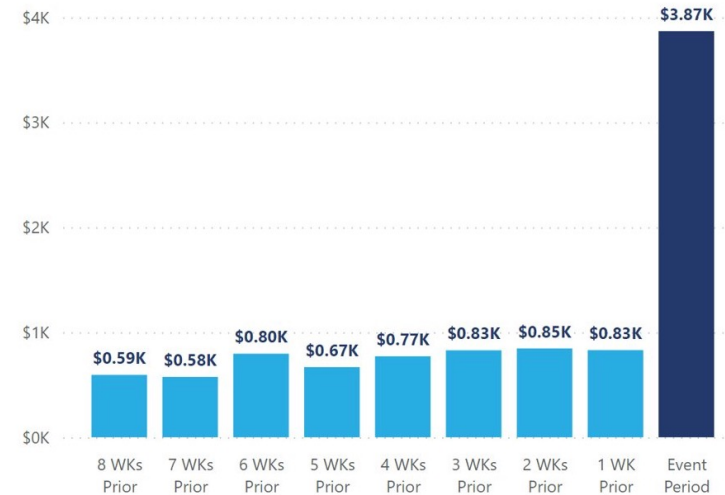
DPCI	Event Period Units	Event Period Sales	Sales Lift	Incremental Sales
213-00-1268	208.00	\$3,868.92	372%	\$3,049.76
Total	208.00	\$3,868.92	372%	\$3,049.76

Percent of Sales by Day



Control Sales Lift: **18%** Conversion: **20%**

Total Sales by Period

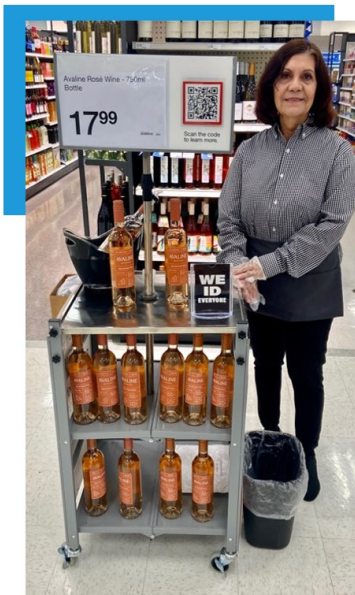


NOTE: If Week doesn't appear on above visual, there were 0 sales in that week.

TARGET WET SAMPLING

IN-STORE SAMPLING RECAP

Avaline Rosé Wine



1838



0898



2110



2139

TARGET WET SAMPLING

PHOTO OF THE WEEK COMPETITION

- We are excited to announce that you will now be awarded for winning The “Photo of the Week”!
- The selected photo will also be published in the Weekly Communication each week.
- Each time your photo is selected, you will receive a point. The BA with the most points at the end of the 6-month period will win a prize.
- Please let your scheduler know if you want to avoid your photos being featured in the weekly communication or on our Social Media!



BA Photo of the Week

Starting this week, we will be including a picture of the best Brand Ambassador photo from the previous weekend's events!

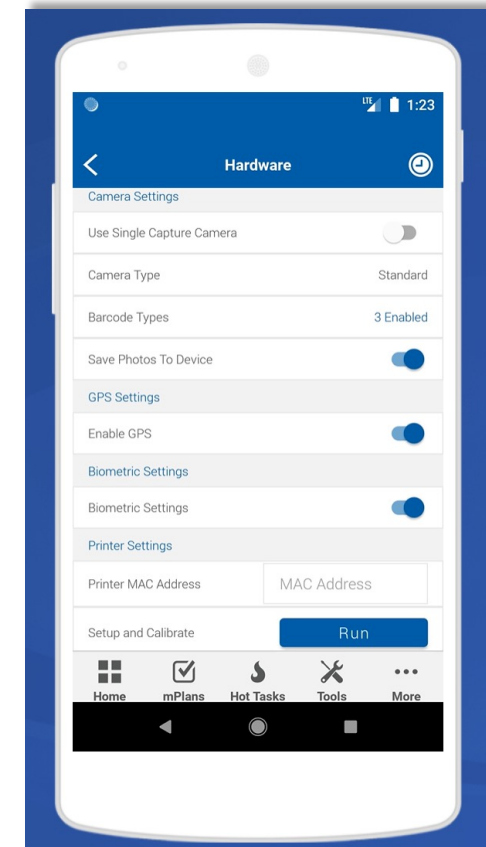
Congrats to Penny Dipuma of FL! Keep up the good work!

TARGET WET SAMPLING

TIME AUDITS

Enabling your service locator is mandatory when working and we are auditing your time.

- Start by logging into the 1Hub app.
- Next, click "More" on the bottom menu>Settings>Hardware
- Click the slider button to enable GPS to turn blue (As shown in the picture on the right).
- You must check in when inside the store.
- If you leave early, let your scheduler know right away!



TARGET WET SAMPLING

AB EXPERT SERIES – SPOOKY COCKTAILS

<https://www.youtube.com/watch?v=HjhJk4cD7pQ>

- Remember, you have the best tools at your fingertips with QR codes – take the time to watch the sampling videos, learn about the product by listening to the BA in video, and continue telling the story. 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

Karen Allen Harrison, FL

Rosemary Mccallum, IL

Bruce Klayman, TX

Kerstin Little, IL

Hazel Balcaceres, FL

Connie Brady, FL

Serena Nichols, TX

William Mansfield, FL

2 YEAR ANNIVERSARIES

Maria Lamela, FL

Nicole Girault, SC

Vivian Reynolds-Simpson, FL

Jhonathan Broughal, FL

EMPLOYEE OF THE MONTH NOMINEES:

Cassidy Young, TX

Jeanette "Jenny" Nye, MN

Victoria Vila, MO

Brian Molnar, FL



EMPLOYEE OF THE MONTH

Victoria Vila

October 2023

THANK YOU
for going the
EXTRA MILE

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

**THANK
YOU!**

**Lillias Greenberg, TX
Rosemary McCallum, IL
Teresa Stone, VA
Leon Teekah, FL
Annelia Palima, OR**

PHOTO OF THE MONTH NOMINEES:

Martha Aubid, AZ



Linda Insouta, FL



Jordan Goddard,
AZ



Leon Teekah, FL



PHOTO OF THE MONTH

WINNER:
Martha Aubid, AZ

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



Q&A

THANK
YOU!