

# PRODUCT CONNECTIONS

## CRUCIAL RULES & TIPS



This guide contains the most important rules and tips for being the best Brand Ambassador. Don't forget to also utilize the BA Landing Page!

1. Check your "Schedule" in the AMP app weekly, by Thursday for last-minute additions.
2. Work is NOT GUARANTEED every weekend, it depends on the Alcohol Brands.
3. All Setups must be performed by 12 noon on Friday. Must contact your Scheduler if you will be late to setup or any change. Any exceptions must be approved by your scheduler beforehand.
4. All Demos cannot start until 11am on Friday, Saturday or Sunday. Demos must be completed by 7pm on Friday and Saturday. Sunday demos must be completed by 4pm. Any exceptions must be approved by your scheduler beforehand.
5. All Teardowns must be performed by 12 noon on Monday. Must contact your Scheduler if you will be late to teardown or any change. Any exceptions must be approved by your scheduler beforehand.
6. Contact your scheduler about Demo day changes weekly if your schedule on your AMP needs to be changed, if you don't let us know that you changed your demo day, your Comdata card will not work.
7. Contact your scheduler during Setup when there is less than Minimum Required for the Feature Items. You are NOT allowed to automatically use Backup product.
8. Contact your scheduler when there is No Cart, Damage Cart, Target Lead asking you to do things that you are not sure about, anything that is unusual that makes you wonder.
9. Contact your scheduler when you need to teardown after demo, due to insufficient inventory for the cart, or when you sell out early.
10. Mandatory picture of yourself with the cart from top to bottom for your demo mplan, How?
  - Ask a Target associate to take the picture for you
  - Place your phone on a shelf across from you with a timer as a selfie
11. If you doing a DRY Demo, please hand out the PairAnything Recipe Cards and put down the number you handed out in the Additional Comments section of the Demo mplan
12. Only pour up to 1 oz for each sample, but pace yourself if it is a busy day, so pour about 1/2 ounce so you do not run out of samples until the end of your 180 mins, and do NOT pre-pour your samples.
13. Make sure you include any detailed comments relating to your Setup, Demo or Teardown that is out of the normal in any way.
14. Make sure that your AMP settings allow for GPS and Single Camera use.
  - To access Settings, Go to Home Screen, look for the 3" ... More" at the bottom right screen and click on that, then click on " Settings", then click on "Hardware", then make sure you turn on all options to be safe.
15. Always "Clock-In" at the start of your working day, on Friday, Saturday, Sunday or Monday
16. Always "Check-In" to the correct store location, then Click on "Begin" to start your mplan, whether it is Setup, Demo or Teardown
17. Always stop at the Guest Services Desk to sign in and out at each Target Store you are working.
18. Always smile at the guests and ask politely if they would like to sample or hear about the product(s) you are featuring.



## Questions?

If you have questions or concerns about any of these guidelines, reach out to your supervisor. They are there to help you and walk you through any issues you may encounter.