

2017 Straight Talk Tax Time Demos – Pre-Visits
Visit Guidelines – Allowable Dates: 1/25 through 1/30
Allowable Visit Times: 8am – 6pm

OVERVIEW:

- The purpose of this assignment is to pre-visit the store you will be conducting the Straight Talk Tax Time demo events in to pre-sell the event and inform the Store Management about the events
- You should bring these instructions, your report form, and the Straight Talk Leave-Behind document into the store with you – Pre-Visit Documents will be in your Demo Kit Shipment and clearly marked

BEFORE YOUR VISIT:

- **Read All of Your Paperwork.** Make sure you read and understand ALL of your paperwork (this document, your Report Form, and Leave Behind document) before you report to your store. Contact your supervisor with questions.
- You must conduct your pre-visit during the hours of 8am – 6pm
- You may NOT pre-visit your store without receiving the Pre-Visit Documents that will be in your Demo Kit Shipment

UPON ARRIVAL AT THE STORE:

- Go to Customer Service and sign in on Vendor Log. Look for the bright green TracFone page and sign in there as the “Straight Talk Wireless Associate”
- Ask a Customer Service Associate to page the Store Manager or Assistant Store Manager over Electronics. If they are tied up, proceed to the Electronics Department or the Front of Store Wireless Center (wherever Straight Talk items are sold) and ask to speak to the Department Manager.
- Do not conduct your Pre-Visit Tasks with anyone working in Customer Service.

ONCE SPEAKING TO AN APPROPRIATE MANAGER:

- Introduce yourself to the Manager as the Straight Talk Wireless Associate who will be executing the upcoming Straight Talk demo events in the store during Tax Refund Time
- Review the demo event dates and times: Fridays, 2/3, 2/10, 2/17 & 2/24: 2pm – 8pm; Saturdays, 2/4, 2/11, 2/18 & 2/25: 10am -- these dates are also listed on leave-behind
- Review the Leave-Behind document and Leave a copy with the Manager you are working with.
 - Mention the **Straight Talk “Match to Learn” card game** to help engage customers and drive awareness and sales for the store during Tax Refund Time
 - Mention that we’ll be promoting **all of Straight Talk’s key benefits to increase sales for the store**
 - Show the Manager a copy of your Letter of Authorization showing approval to execute the demos from Walmart Corporate. Inform them that there was also a communication to the Store Manager and the Department Manager on “The Wire” from Walmart Corporate regarding the event.
 - Mention that you’d like to set up your **Straight Talk branded corrugate table and canopy tent** near the front of the store for greatest impact and discuss the location they’d prefer (remember you want to be in a high visibility, high traffic area near an entrance or action alley). **SHOW IMAGE ON PG. 2 BELOW!!**
 - Inform the Manager that the store will receive a large box containing **3 stacked box style of standee signs** in support of the demos. Politely request that they keep an eye out for the box and store them somewhere safe until the first demo day. (If Manager resists standee placement, request if you can put them up during demos only, and store between demo dates).
 - Ensure Management that the **demos will in no way interfere with normal store operations**, and that they historically result in a lift in sales for Straight Talk
 - **Answer any questions** the Manager you are speaking with may have regarding the events.

- Capture any feedback from Management regarding the demo events or Straight Talk Brand on your Report Form. This is especially important if you are met with any resistance regarding executing the demos or any of the elements.

CONDUCT INVENTORY and AUDIT OF SELECT STRAIGHT TALK PRODUCTS:

- If not already there, head to the Electronics Department or Front of Store Wireless Center (wherever Straight Talk products are sold)
- Conduct Exact-Count Inventories of the following Straight Talk products and record quantities on your report form. Whenever possible, enlist the help of an Electronics Associate to scan each item below so your counts include all units in the store:
 - Straight Talk LG Premiere
 - Straight Talk LG Stylo 2
 - Straight Talk Samsung Galaxy S7
 - Straight Talk BYOP Activation Kits with \$45 Service Card
- Next, audit for the **presence** (in-stock/out-of-stock) of Straight Talk Service Cards and record findings on your report form:
 - Straight Talk \$45 Service Card
 - Straight Talk \$55 Service Card
 - Straight Talk BYOP Activation Kits with \$55 Service Card

REPORTING YOUR PRE-VISIT

- As soon as possible after your pre-visit, and no later than Monday, 1/30/17 midnight local time, enter your report form by visiting www.iosuereporting.com.
- IMPORTANT NOTE: Please be sure to add comments to the end of your report to give additional feedback to the client regarding the pre-visit, especially if you were met with any resistance whatsoever, or if Straight Talk product inventory levels were low. Employee feedback or comments are also very helpful for our client.
- Failure to report by the deadline will result in non-payment.

