

Standard Operating Procedures

A Day in the Life of an HP Promoter



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Setting the Stage

Demonstrate and Coach

The Wrap-Up

Setting the Stage

Prepare Yourself and Your Environment for Sales Success

WHAT: Prepare yourself, Retail Sales Associates and display areas for Customer interaction and demos.

WHY: Be thoroughly ready to work with Customers and RSAs.

HOW: Check in with store personnel, make sure pricing and promotions are correct, and maintain merchandising and POS materials.

Engage RSAs

Before scheduling RSA training, communicate the goal of your store visit. Check in upon arrival at the store and identify yourself as an authorized HP representative. Get to know RSAs by asking questions that show your interest in their work and everyday lives.

Price Compliance & Promotions

Update new pricing and inform the store staff of any changes. Check display prices and seek the Store Manager's approval to correct pricing errors. Install Campaign and Promotional support materials.

Step One

Update
New Pricing

Step Two

Check Pricing
Compliance

Step Three

Set Up or
Update
Promotion
Merchandising

Merchandising Maintenance

Make sure that products, displays, demo units and POS materials are clean, stocked and in the best locations. Load the latest updates into demo units, and replace any outdated or damaged displays. Record and report any lack of compliance, and get approval from the Store Manager to make changes. Update and install new products, and arrange products to avoid gaps or empty slots.

Demonstrate and Coach The Wrap-Up

Create Amazing Customer Experiences and RSA Advocacy

WHAT: Make a difference on the sales floor by creating amazing Customer experiences and brand advocacy among RSAs.

WHY: To increase sales and representation of HP products

HOW: By engaging Customers, providing post-sale Customer support and training RSAs.

Engage Customers

Deliver product messaging through effective demonstration of HP models. Qualify the Customer, showcase features and benefits, and let the Customer get a feel for how the product works. Seek opportunities to sell alongside RSAs.

Post-Sale Support

Continuing the relationship with a purchasing Customer is an effective way to improve satisfaction, reduce returns and increase loyalty.

Train RSAs

Assess RSA knowledge and skill by asking questions and observing Customer interactions. Deliver training, including hands-on demos, using informal sessions. Coach and assist RSAs in answering Customer questions, and provide support and follow-up as needed.

Step One

**Assess
Knowledge
& Skills**

Step Two

**Deliver
Training**

Step Three

**Coach
& Assist**

Build Momentum and Set the Stage for Future Success

WHAT: Build interest for your next visit by leaving a good impression with your wrap up.

WHY: To resolve issues and improve your performance, leaving the store in a better position than when you arrived.

HOW: Celebrate successes, resolve issues, collect data and build relationships with Retail Sales Associates.

The Process

ACKNOWLEDGE: Listen carefully and show appreciation for the party's concern.

ASK: Pose clarifying questions and summarize key elements of the issue.

ANALYZE: Review information, list possible solutions and choose the best action.

ADVISE: Inform party of the recommended solution.

ACT: If each party is satisfied, put the solution into action.

ASSESS: Evaluate the impact of the solution both for the Retailer and the Customer.



Collect Data

Reflect on the success and outcome of each store visit, in terms of what worked well and what you will do next time. Collect information while in the store (don't rely on memory), report data within 24 hours of the visit, and make sure your reports and feedback are accurate.

Ending Strong

Be sure to finish your tasks and conduct one last merchandising check. Answer any RSA questions and note follow-up items for your next visit. Exchange contact information with each store employee you meet.

Promoter Worksheet

Please put a checkmark in each box as you complete the following tasks:



1. Complete the online training module for the topic "Standard Operating Procedures – Promoter."



2. On your next store visit, learn one interesting fact about two RSAs. For example, do they have any pets? Do they have any hobbies?



3. Choose an RSA with whom you have a good rapport and practice a Customer demo with them.



4. Visit a retail environment where you are known only as a Customer; evaluate the RSA's approach to answering Customer questions. Did they provide a product demonstration? How effective was the demo and what made it effective?