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SHAKE/SMOOTHIE BAR SAMPLING

Sampling your shakes & smoothies is the most important vehicle you can use to promote the sale of these products and increase gross profits. Techniques of samplings vary widely depending on the customers and the people serving them. But if tried and true procedures are followed, success can be achieved.

To best ensure optimum use of samplings, all smoothie bar personnel must follow guidelines set forth herein.

Manager's Responsibilities:

Samplings must be conducted on a regimented basis to best achieve optimum results, but, not too often as the members will expect them. Sometimes less is more. Designate different times each day during a given week to best involve all customers. Benefits are:

- Results can be monitored.
- Larger cross section of all customers involved.
- Obtain the involvement of all personal trainers, service managers and smoothie bar employees. This will ensure the success of the program in total.

Juice Bar Responsibilities

Adhere to the schedule of samplings as set forth by your Manager.

Educate yourself and staff regarding the product and its nutritional benefits related to exercise and optimum health.

Follow procedures outlined under "Samplings."

General Guidelines

- Do not sit samples on front the front counter unattended. Allowing cups to sit for more than just a few minutes will decrease the quality of the product. We use no emulsifants to stabilize shakes (the fruit shakes are just fruit and water), so it will liquefy and settle and over time. First impressions are lasting ones.
- Employees should always hand the cups to their customers explaining the nutritional benefits of fruit consumption in relation to exercise.
- We prefer holding the blender in one hand and sample cups in the other. Folks like to see their sample poured and the shake will last longer this way.
- Retrieve cup when customer finishes and ask rhetorically, "Isn't that the best natural no sugar added fruit smoothie you've ever had? Your body thanks you."
- When approaching a customer, take note of whether or not they have worked out. Choose your sales pitch based on this. Nutritionally, it matters what their performance goals are.
- Keep a record of the flavors you sample each day.

Floor Walk

This method is best. The entire gym can be targeted. All customers can be approached. Try to have enough people available to blitz the club. Utilize smoothie bar staff as well as personal trainers and service managers.

SHAKE/SMOOTHIE BAR SAMPLING

Target each area of gym systematically and ask everyone using approaches like:

- Here, try a smoothie. Keep that body of yours running at peak performance.
- If you want optimum results, you need to keep running at optimum performance, keep your energy high.
- Give your body what it needs right now; pure, no sugar added, nutrient-dense fruit and protein.
- You're not helping yourself if you're fatigued.

Table

This works well for membership drives or introducing a new products or just promotions in general. Don't overdo it, once a month is ok.

Samplings should be structured so that you are talking to as many members as possible within a given time period. Keep it simple. Set up a table by the exit door; on it, set a blender, a bucket of ice and two sets of literature. Each week you will be making two shakes; a fruit and a milk based shake. Your PFC rep will suggest each week which shakes to serve. You will be making them in front of the members and serving in the 2 ounce sample cups provided.

Every person who walks by your table, whether they receive a sample or not will be offered literature. The goal is simply to begin the educational process. Each week you will hand out two pieces. We will forward the specific pieces in your monthly packs.

- Sample coffee/chocolate and fruit simultaneously. Give the customer less of an option to turn you down. I have found that if he or she doesn't want fruit they'll drink the mochas. It is especially important to highlight the benefits of caffeine and a low fat alternative to iced coffees.

Suggestions for first sampling:

Berrie A'More

- Have your people recite over and over - "Just the goodness of sun-ripened, antioxidant rich raspberries, strawberries, blueberries and blackberries AND NO added sugar. We've gone completely natural!"

Java Jolt

- While handing this sample, tell folks - "We have created a guilt-free blend of dark chocolate, rich Colombian coffee, milk and whey protein, and guess what? If you've just worked out, it may not be ENOUGH calories!"