

SUCCESSFUL SAMPLING PROGRAMS

“People like free. People like food. People like free food!” — Mark Mulcahy

BENEFITS OF SAMPLING:

- Engages people and increases sales
- Draws people in, and builds traffic and momentum in the store
- No-risk way to try new products
- Provides customer and staff interaction
- Allows one-on-one conversations among vendors and staff
- Creates an interactive environment touching on emotional cues
- Allows staff to become familiar with products
- Gives you an idea of what your customers like and want
- Provides an opportunity to draw down inventory on products to discontinue
- Allows opportunity to increase sales with high margin products
- Increases sales of product specials that you are running
- Opportunity to sell new and seasonal items
- Creates connections between departments » combining cooked spaghetti squash in the produce department with signs to purchase already prepared squash in the deli
- Encourages staff to know products being sold in the store

SAMPLING TIPS:

- Keep clean and well-tended with compost and trash receptacles
- Consider optimal placement » near checkout
- Sample daily and during rush hours
- Save money by using damaged packaged products or culled produce
- Do not over sample » too many jams at one time

THE JAM STUDY

	6 JAMS	24 JAMS
Approach	40%	60%
Try	1.4	1.5
Buy	30%	3%

“There’s something called depletion; when people are facing [too many] decisions, their ability to make decisions and to resist temptation actually drops.” — Dan Ariely

NOTES

