

All About Beer

In-Market

Interaction and Engagement Training



Getting Started: Talking to Managers

- Introduce yourself to the manager when you arrive at the store if you are able. If you are not able to speak with the manager when you arrive, let the staff know you'd love the manager to swing by your table when/if they are able.
 - We want to build a great rapport with the store managers- this is critical for us to be invited back to the stores. You will likely be working the same store frequently- become comfortable with the staff at the stores!
 - Ultimately, the store manager has the final say about what happens at the store (if and when we can sample there, what skus for each brewery we can sampling, where we set up at the store, etc). If a store manager makes a special request while you are at the store please do your best to accommodate.

Tip: If you are in a location that is not getting great foot traffic, or you are not able to interact with the customers making purchasing decisions about beer, do not be afraid to speak with the manager about relocating to a different area of the store.

Hook: Getting Customers Engaged and Talking

Getting a customer to interact with you is the most imperative part of your job. Once you have got a customer engaged and speaking, you are then able to talk educatedly about the beers and the brand you are representing. Below are some tips on getting a customer to engage:

- Smile at everyone as they are approaching your general area
 - Make eye contact with everyone in your area
- Greet people as they are walking
 - Make eye contact and say “Hello, how are you doing today”
- Pose a descriptive question
 - Good example
 - “Have you tried this new beer from Asheville?”
 - “What is your favorite type of beer? I have something similar you will enjoy!”
 - Poor example
 - “Do you want to try a sample?”
 - “Do you want to try some beer?”

BEER: Introducing Customers to a Brand

The very first thing you should ask each customer is “Have you ever heard of _____ brewery before?” *This is the most important question on the Go Spot Check audit*, as it provides the brewery with information on its current reach. This questions is also a great icebreaker for you to choose what to mention about the brewery. Below are a couple scenarios:

- Beer Explorer: “Have you ever heard of Sierra Nevada Brewing (example) before?”

Customer “NO”

Beer Explorer “Sierra Nevada was founded in Chico, CA in 1979 and was one of the pioneers of craft beer. They opened a brewery in Mills River, NC 2015. Their most recognizable brand is their Pale Ale. What type of beer do you usually drink?”

- Find 2-3 relatable facts that people might find interest in
- Use their answer to decide which beer is best for them to try

- Beer Explorer: “Have you heard of Sierra Nevada Brewing before?”

Customer: “YES”

Beer Explorer: “Awesome, what is your favorite beer by Sierra Nevada?”

BEER: Talk About Beer

- Plan: Determine several talking points about each beer to use to discuss the beer with customers. Use facts about the beer that are relatable for beer and non beer drinkers alike.
- Pour: Pour each beer (never pre-pour) as you are speaking with customers and use that time to talk through each beer with the customer.
- Set a vision: When/ where do you enjoy this beer? I love drinking this beer by the campfire, this beer goes great with spicy food, this beer is awesome for the beach, etc.
 - Example, Sierra Nevada Otra Vez: This beer is light and tangy, it has notes of grapefruit and is actually brewed using prickly pear cactus! Otra Vez is super refreshing- I always pack this one in the cooler when I'm headed to the beach!
- Fun: While talking about the beer be sure to include facts about the brewery
 - Causes the brewery supports
 - Location(s)
 - Things that make the brewery unique
 - Example: The Sierra Nevada brewery in Mills River, NC is nicknamed "Malt Disney World".

Sell: Prepare to Sell Beer

Encourage the customer to purchase the product. Be prepared to answer the following questions:

- Where is the product located in the store (be sure to have some you can sell off your table)?
- How much does the product cost?
- Does it come in multiple sizes?
- Is there limited availability (is it a seasonal or one-time-only release)?

Be sure to recommend some other beers from that brewery that the customer may also enjoy.

Troubleshoot: Customer Does Not Like the Beer

Prior to someone sampling any beer you should have a fair idea of what style(s) of beer they usually drink. Always encourage someone to try things outside of their comfort zone, but prepare them for what to expect.

- Example: You mentioned do not normally enjoy dark beers but if you'd like to give this beer a try it has notes of caramel and milk chocolate and finished with a dry roasted flavor.

If they try the beer and do not like the beer find out what they don't like about it. Is it because the beer had a chocolate note that they don't enjoy? Is it because it has a banana note that they dislike? Note the things people are picking out of the beer that they dislike to better suggest a beer they will enjoy.

Troubleshoot: You Don't Have The Answer...

If you do not know the answer to a question- BE HONEST. Collect the email address for the customer and let them know you will pass along the questions to be answered.

- Be prepared: Participate in training, review training materials, print and bring sales sheets to samplings, and be prepared to answer questions about the beer and brand.
- Do not make something up: if you are incorrect you have misrepresented the brewery. Collect customer's question and pass along to AAB manager.
- Newsletter: Encourage customers to sign up for the AAB newsletter to receive information about a variety of breweries and beers.

- Questions, Comments, Something to add?
 - Contact In-Market Manager at
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