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## Sampling Promotions Checklist

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### Sampling

Try before you buy – there's no easier and better way to introduce meal replacement bars and even powders to your customers. Here's how to make it work for you.

### Executive Summary:

1

**Create your own sampling kit.** We recommend the following items to make your sampling event a success:

- A total of 70 bars, more than enough for a two-hour sampling event
- 12 plates
- Product information signs for the nutrition dotFIT product line
- 50 dotFIT product guides
- Rubber gloves for safe, sanitary preparation
- One (1) cutting mat and cutter

2

**Prepare the sampling area.**

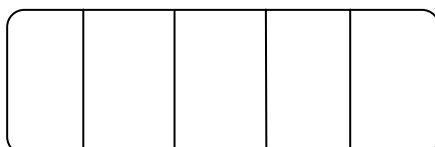
- Set up the plates and product information signs so that they will be visible and accessible.

3

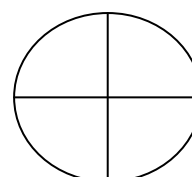
**Prepare the bars.**

- Be sure to wear rubber gloves at all times when handling the bars. This avoids violating health regulations and gives your members peace of mind.
- Using your cutting mat and cutter, cut the bars into bite-sized pieces as the diagrams below indicate—five pieces for dotSTICKs and dotBARs; four pieces for dotTREATs.
- It is not necessary to chop or slice the bars. Simply apply firm pressure using the cutter.

dotSTICKs & dotBARs (5 samples)



dotTREATs (4 samples)





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### 4

#### **Look and act the part.**

- Be in uniform.
- Smile. Be active, friendly, and involved. This is your chance to engage your members, to educate and inform them, as well as a chance to learn about them.

### 5

#### **Be proactive.**

- Ask members to sample the bars. Don't wait for them to approach you.
- If another person is available to staff the sampling area, walk around the club and offer samples to exercising members who may be "between sets." You'll have their undivided attention.

### 6

#### **Maintain the sampling and merchandising areas.**

- Keep the sampling plates full. People don't want to take "the last one." Remember to use gloves at all times when cutting and placing the bars and treats.
- Be sure the dotFIT product available for purchase is well stocked and organized.
- Direct people to your dotFIT fixture or product area to purchase. This is the perfect opportunity to turn a trial into a single or box purchase.
- Hand out 20% off coupons – valid for 10 days after the event.



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### Detailed Version:

#### *dotFIT Sampling Promotions Checklist*

- ☐ **Pick a 2-3 hour timeframe during a high traffic, high energy time in the club for your first Sampling Promotion**
- ☐ **Set an initial supplement sales goal for that time period.**
  - For example, if 100 members check in during a 3 hour period, set a goal of 30% will buy at least one full box. Without projecting for individual bar sales, that 30% will generate over \$800-\$900.
- ☐ **Inform each staff member as to what his or her specific role(s) are during the promotion**
  - Every staff member must be well-informed, enthusiastic, and proactively communicating and interacting with members. Signs by themselves never sell anything. Your staff will drive this better than any sign ever could.
- ☐ **Submit a product order to increase back stock and capture increased sales volume**
  - Consider ordering more than you think you'll need to avoid missed sales
  - Remember two things:
    - If you don't have it in stock, you can't sell it
    - You will have residual purchases for several days after the event (from word-of-mouth and from people who didn't bring money with them at the time of the event)
- ☐ **Give out "coupons" for 20% off boxes of their favorite meal replacement bars (mix 'n match should be encouraged), or other dotFIT Supplements. Coupon should be valid for 10 days after the event**
  - Ensure that the staff members who love the products are working the floor and front desk that night.
  - Enthusiasm is key! If a staff member likes a particular flavor, like the Iced Lemon Vanilla Protein Stick, for example, let them distribute samples of that flavor – they'll sell it based on their enthusiasm.



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- **Place your in-club signage and posters hyping up the event**
  - Place the signs at eye level and in the visual path of major traffic areas
  - Another option is putting posters (foam-core mounted) on easels right in the middle of major traffic areas (as long as they aren't hazardous). Make sure you move these easels every week (objects that never move become part of the visual landscape, and are easily ignored)
  - Create and hand out coupons for 20% off boxes of bars, and other dotFIT Supplements. Coupon should be valid for 10 days after the event.
  - Let your members know that if they like what they try, they can save money by purchasing boxes of bars. Also let them know that they are encouraged to "Mix 'n Match" flavors of equally priced bars to make a box. This will increase your volume of sales
  
- **You must get your members and customers actively involved in the promotion. Here are some tactics that work well:**
  - Get the most enthusiastic, energetic and well-liked staff member(s) in your club to walk up to members who are out on the gym floor to ask, "Would you like to try a sample of our new Protein Sticks? They are REALLY good!" These staff members must truly believe in the products themselves.
  - While members are just sitting on a bench in between sets, you have their full attention. It is a perfect time to offer them an energizing, yummy sample!
  - People on bikes and other cardio equipment can also be offered a bite-sized sample.
  - Hit up the members leaving a group exercise class for their post-workout treat – they earned it! Have the Instructor give a 10 second commercial about the importance of feeding their body the right nutrients within the first 30 mins after a class, and how the samples available meet that criteria and taste great.
  - Make sure the staff has full trays of samples to bring with them. No one likes to take the last one and offering a variety of flavors is a must.
  - Setting unattended plates of samples on counter tops or tables in the front area will not give you the result you are looking for. Sure, you may go through all of your samples, but you won't have any sales to show for it.
  - Be creative with how you get members involved. Make it fun, exciting, interesting. Make a "spectacle" out of yourself (in a good way of course)



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☐ **Stock your front desk and juice bar areas with stacks of the products you are promoting. Make it easy to buy.**

- Customers like to see that you went out of your way to promote something you really believe in. Not many people enjoy getting involved in what looks like a last-minute promotion because it's close-out for the club
- The more products you have stacked up, the easier it will be for your members to grab what they need and they will never feel like they are being rude by "taking the last one." Make it easy for them to purchase it
- If your products look like "slim pickings", they'll think that you didn't expect many people to buy it, and that you don't really believe in them. Your inventory makes a statement – what statement is it making today?
- If your club offers "On Account" or "Prepaid Credit Card" payment options, this is the perfect time to utilize this service. Remember – make it as easy as possible for them to buy what they liked
- Have enough staff members and cash registers available to ring up sales. If your customers have to wait for more than a couple minutes, they'll justify "coming back later when they aren't so busy". They rarely actually come back to purchase later
- Setting up a raffle bin, where for every \$10 you spend, you receive a raffle ticket to win a cool prize. Raffling off bartered prizes like DVD players, Festival Tickets, and other things adds extra value. Allow members to play the game with a chance to win something
- The more people, members, staff members, etc. you can have congregating around the register, juice bar, or an area out on your workout floor who are talking about and eating the samples the better. People always want to "feel like part of the group" and they will wander over, even if they resisted a sample offering earlier. (Wear them down with your enthusiasm.)
- Proactive communication. Your staff can never do enough verbal promotion on the day of the sampling session. Active promotion is the key to your success!

**\*\*Remember to have sampling sessions once a week, at different times, over the course of the first 60 - 90 days (am, pm, weekend... to get all your members involved) and then reduce to 1-2 times a month.**

- The upside to starting out this way is a ton of exposure to the products but the downside can be too much exposure that may turn people off, so pay close attention to the vibe of your members.

☐ **Evaluate the success of the sampling session:**

- What could have gone better?
- How can we avoid challenges in the future?
- What did we learn? How can we make this more successful next time?