

## **Lassens Staffed Demonstrations**

Lassens Staffed Demonstrations are an easy way to introduce new customers to your products. We are dedicated to creating brand recognition and product awareness for up and coming businesses and old favorites alike. Lassens understands the importance of customer service, product knowledge and staying on the cusp of all that is new and exciting in the health food world. Let us work with you to build your name and products; we not only have the tools to make a successful demo but we are excited to do so. Our entire team is behind every Lassen's staffed demonstration and we have all that is needed for a successful demo in house.

### **Cost**

Lassens Staffed Demonstrations are 3 hours long and the cost is \$100.

### **Benefits of Partnering With Lassens**

Our entire team is behind every Lassens Staffed Demonstration. There is no middle man, we take care of it all.

- 1) A Lassen's Demonstration Specialist with culinary, sales and marketing training who will;
  - Actively distribute sample product
  - Discuss recipe and serving instructions with customers
  - Discuss benefits and history of product
  - Provide timely feedback
- 2) Social media announcements from our Marketing department including Facebook, Twitter, Instagram, Lassens Loves Blog and the Lassens Website.
- 3) Our Regional Demo Coordinator provides active support from your original request and through to completion of the demonstration.
- 4) Inventory, ordering and stocking by our Department Managers prior to Demo
- 6) Creative display of product at or next to demonstration table.
- 7) Priority demonstration table placement in store.
- 8) Follow up report and sales report from Regional Demo Coordinator.

### **How to Schedule**

There are just a few simple steps to schedule your Lassens Staffed Demonstration.

- 1) Log into our Demo Request Form via the link on our website, and in Lassens email signatures.
- 2) Fill out all information on the request form, once filled out hit 'submit'.
- 3) The request is directed to our Regional Demo Coordinator for review and approval.
- 4) Our Regional Demo Coordinator will contact you with any follow up questions and to plan all training material and sample product arrangements.
- 5) Once all training material is in order you will be sent a Demo Purchase Order via email. This will include the tentative date(s) and locations of your set demonstration(s).
- 6) Lassens requires a minimum notice of 30 days for all Lassens Staffed Demonstrations. Lassens reserves the right to schedule Lassens Staffed Demonstrations according to dates and times deemed appropriate. Vendors may request specific days, dates and times but the final schedule is subject to availability and requests cannot be guaranteed.

- 7) **Lassens requires a 72 hour notice in writing for all cancellations. Please send notice of cancellation to the Regional Demo Coordinator at [demos@lassens.com](mailto:demos@lassens.com). A confirmation email will be sent within 48 hours; otherwise it is assumed the demonstration is still scheduled and will be performed and billed accordingly.**

### **Samples and Company Information**

Vendors are required to supply all samples.

- 1) It is the Vendor's responsibility to provide samples or send payment and instructions to Lassens Demonstration Specialist to purchase samples.
- 2) All samples and/or payments must be received at least 1 week before the scheduled demo date. If sample product is not received on time then the demo will be rescheduled at Lassens discretion. Unused portions or packages left over from the Demonstration cannot be saved or returned. The unused product will be used for a passive demo at another date.
- 3) Any additional information, handouts, coupons etc that can aid in a successful demonstration are welcomed and encouraged.

### **Follow Up**

Once the demo is complete the Vendor Contact will receive the following within two weeks:

- 1) Sales Summary for the day of the demonstration.
- 2) Demonstration Survey(s)
- 3) Picture of Demonstration and display setup
- 4) Billing invoice (may arrive separately)

### **Billing**

All Lassen's Staffed Demonstrations are billed within two weeks of the Demonstration. Payment is due within 30 days of original invoice date.

Inquiries or questions regarding payments can be directed to [payables@lassens.com](mailto:payables@lassens.com).

Lassens requests payment by check. Any returned or NSF checks will be assessed a \$25 fee.

The mailing address is:

1650 Palma Drive #208

Ventura, CA 93003

Phone: (805) 620-4850 Ext. 109 Fax: (805) 620-1480