

TeamWorks™

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Welcome!



Spring is around the corner! Rather than doing some spring cleaning this month, we have filled this issue of TeamWorks with some pointers to aide in different aspects of your role as an ES. With all of the sales incentive programs

currently offered we've gathered some intelligence from a few of the top ES from around the nation. In addition our Field Support Team has provided tips that will aide in calling in to the hotline as well as suggestions when sending in your demo paperwork. We also wanted to inform you of PromoWorks' community involvement over the past year – we would like to extend this initiative to everyone within the organization!

Meet your Field Ambassador (FA): Lynda Garner

After 33 years of being self-employed in a small custom mattress business Lynda Garner and her husband Randel (of 47 years) decided to retire and travel. Their favorite thing to do when traveling is to camp, so they started off in tents and as the years went on upgraded to a small camper that they now call their second home. After being retired for a while and slowing down on their traveling Lynda decided she needed another adventure in life.

A friend of Lynda's mentioned she conducted demos for Promoworks and described it as a social job that she really enjoyed because she met so many people and worked closely with the public. Lynda knew this was to be her next adventure in life and applied with Promoworks in 2008. After more than a year as an ES she was asked to become a District Coordinator, which was a great fit for her and allowed her to develop strong and personal relationships with her fellow amazing ES. Lynda excelled in this role and therefore was asked to take on the new position of Field Ambassador for the Southern Virginia region in 2012. In her new role she continues to grow and develop our ES on all levels and personally loves the new challenges of the role and how she gets to travel even more now and see her ES's in person.



Lynda is a very passionate and inspirational person to be around. She is always looking forward to the future and excited about what tomorrow will bring. These are a few of the qualities that make her an outstanding FA and an amazing person to know.

The Hotline's Helpful Tips

In order to provide the best service when calling into the Promoworks hotline (1-800-238-9199), make sure you provide the following information and are prepared for any questions asked:

Your Full Name & Personnel ID

If applicable:

Program & Store #

Demo Date

Manager Name

BRIEF description of what you are calling for

This information helps in researching any issues that you may have and your patience and respect is appreciated.

PAPERWORK:

Remember to look over your demo paperwork before sending the envelope in the mail. Each demonstration must be in a separate envelope, and every envelope must contain the PromoReport Form, an original (NO COPIES) time invoice, and copies of all receipts for products purchased. A helpful strategy used by many of our Engagement Specialists is to use a blue or red pen whenever you sign your signature on the paperwork so that you will be able to tell the difference between the original sheet and any copies you might make. Always remember to send in your paperwork promptly and completely after the execution of demos to avoid the risk of receiving a red alert.

ENGAGEMENT SPECIALIST SURVEY:

If you have contacted the hotline in the past three months, you have most likely received an e-mail to take part in a survey for the hotline's performance. As a company, we are striving to grow in customer service and communication. In order to better assist you, we will be sending out



surveys on a quarterly basis to rate your satisfaction with the Field Support Team, giving you the opportunity to provide us with your thoughts and opinions. Be on the lookout for these emails and be active in helping us improve our service! To those of you who have responded to our first feedback survey, thank you! Your feedback is important to us and is being taken into consideration!

**As always, we appreciate your assistance in making
PROMOWORKS a SUCCESS!!**

Importance of the PromoReport Form

Every PromoWorks event has one important thing in common: the **PromoReport form**.

The PromoReport form is crucial in making an event successful for our clients and for you! Without it, you can't get paid, and the client won't know how successful your demo was.

With that being said, here are some friendly reminders on the importance of the PromoReport...

1. In the kit – open your box as soon as it comes to ensure all necessary paperwork and supplies are there. The PromoReport should be with the manual. If not, call the support hotline (800-238-9199) and they will email or fax you one.
2. Precall contact – when you complete your precall 3 days prior to your event, notate the name of who you spoke with at the store at the top of the PromoReport form.
3. Day of event – don't forget it at home! You will need to have the store manager sign and stamp the form in order to get paid.
4. Your results – you must go online and enter in your results the day of the event. If you don't have access to a computer, you can call the toll-free number to report your results - it's listed on your PromoReport.
5. Accuracy – please keep track of things like beginning and ending inventory and whether or not a display was present. The information you provide is used by the client and VERY important!
6. Feedback – any and all of your comments as well as the consumers comments are ALWAYS welcome! Just write them on the back of your PromoReport and they do get read.
7. Return – fill out all the information on the envelope included in your kit and send back promptly. The sooner you send back, the sooner you get paid!

Like with all things, the more information the better. You are the eyes and ears of every event, and the PromoReport is your tool to communicate.



Sales Incentive Programs

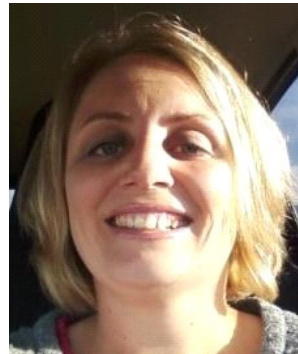
Congratulations to all winners of the Sales Incentive Programs! The following page lists all of the ES that have been awarded a gift card for his/her exceptional sales in December while conducting Safeway Consumer Brands programs. Keep practicing your sales techniques – you never know when they will PAY off!

National winners:
1st Place – in RED
2nd Place – in BLUE
3rd Place – in GREEN

Others: Top 2 places in their division

Meet your fellow Engagement Specialists!

We have gathered insights from various ES across the nation sharing their methods of achieving top sells in their regions.



Based in Phoenix, AZ Katrina Martinez sets a goal to always sell out of the product regardless of how much is in stock. She asks every customer that walks by if they would like a sample while keeping eye contact and a smile on her face. She hits on the key points about the product while the customer tastes it. That's

followed by the word "only" when giving the customer the price of the product. Katrina also adds in what the product would be good with to give the customer ideas of what they could do once they take the product home. Lastly, she asks for the sale. This method has proven to be successful.

Lisa Gale of Bel Air MD goes above and beyond to make her customers fully informed of the products she is promoting. Lisa encourages them to try things they would not purchase to try, in today's economy. Lisa always has extra product on her table, ample samples for customers and is ready with a sales pitch prepared about her products. She is on top of the location of the product, the price, savings, and what benefits the product offers. One manager expressed how she can sell – her charm draws in the customers and before you realize it there is a crowd at her table and product flying off the shelves. She is amazing!!



Teresa Cooley successfully executes demos through her approach with excitement and passion. She researches her products online at the brand's website in order to gather even more information than what's listed in her training manual. When granted she informs the customers know what foods are best to pair with the items that's she's sampling. Teresa makes sure that her table is always

neat and organized and invites customers to share in an unforgettable experience every time she conducts an event. Teresa takes great pride in introducing new products and representing our retailers which has resulted in her being one of the top Retail Tasting ES in the Raleigh/Durham, NC area.

Sales Incentive

Winners

Anderson, Mary
Anderson-Saggau, Kristen
Andrews, Deborah
Baker, Esther S.
Barkus, John
Barlow, Wanda
Barsky, Deborah
Bell, Cheryl
Bloodgood-Cunha, Sherry
Bostick, Lauren
Bransom, Hazel
Brennan, Melissa
Bronn, Brenda
Brown, Delores
Byler, Jo Ann
Caldwell, Lee
Cantor, Tiffany
Charles, Cassie
Clayton, James
Clemmer, Linda
Crawley, Mary
Culbert, Sandra
Daniel, Rosa
Daniels, Christine
Darden, Julia
Davis, Kim
Day, Irene
Delgenio, Catherine
Diercksmeier, Elinor
Draxton, Jean
Emerick, Margaret
England, Colter
Flickinger, Charlene
Flores, Carmen
Fortuna, Alvaretta
Galla, Sharon
Ganch, Carol
Garcia, Norma
Geraghty-Fink, Brett
Gibbs, James (Monroe)
Goff, Anthoniette M.
Goldberg, Beverly
Gowens, Mary
Grant, Margaret
Grisar, Barbara
Groat, Stephanie
Hackley, Jacqueline
Halbert, Joyce
Hamilton, Erma
Hash, Terri
Hays, Nancy
Henderson, Loretta
Higginbotham, Lori
Hoffman, Adrienne
Honea, Diana
Jensen, Barbara D
Jimerson, Etta
Johnson, Cheyenne
Jones, Nancy



Junkerman, Beverly
Kelley, Allie
Lambson, Dorothy
Livernois, Carol
MacDonald, Myrna
Mageors, Shirley
Mai, Xoi
Martin, Gwendalene
McDougall, Kelly
McDowell, Stephanie
McKay, Lin
Michaud, Carol
Miller, Anne Mae
Mnichowicz, Theresa
Modgling, Olivia
Moody, Nikola
Moore, Gerald
Moore, Myrna
Mysak, Patricia
Nesgodia, Irene
Norton, Diane
Oates, Mary
Paulson, Lydia
Philippovic, Ingeburg
Phillips, Carol
Price, Annette
Reiss, Celia
Rendon, Elizabeth
Rhodes, Laurel
Rivenbark, Crystal
Sayles, Betty
Seaton, Mary
Sedita, Jeanette
Segura, Cheryl
Servi, Lawrence
Shofner, Edith
Siddiqui, Mansoor
Snyder, Kit
Sprabary-Chanter, Nell
Marie
Springfield, Bernice
Steffy, Virginia
Stewart, Mary
Swierc, Doris A.
Tarrant, Carolyn
Tarver, Gloria
Thurston, Doreen
Tien, Dieu
Turner, Aurelia
Van Deventer, Margaret
Velasquez, Margaret
Ward, Susanne
Ware, Robert
Webster, Patricia
White, Shanna
Winborne, Susan
Wlotzko, Phyllis
Yacoub, Helena
Zakem, Rose

Community Involvement

As the economy continues to struggle, and funds to community projects are being reduced or eliminated, some PromoWorks employees have stepped up to "give back" to their local communities. The PromoWorks Community Involvement Group was formed in an effort to support local community outreaches. In 2012 many great causes were focused on by the group. Adopting classrooms, feeding starving children, providing school supplies to needy kids, collecting aluminum pop tabs for Ronald McDonald House charities, and supporting our troops with letters from home were just a few of the great things they accomplished last year.



For Quarter 1 of 2013, the Community Involvement Group is moving forward by supporting some new community projects. They will be collecting much needed supplies for the Schaumburg Food Pantry & the Almost Home Foundation of Schaumburg. The Schaumburg Food Pantry is in need of canned and dried foods as well as much needed hygienic products for needy families such as toothpaste, toilet paper, and soaps to name a few. The Almost Home Foundation

is a nonprofit, all volunteer, and no-kill animal rescue funded solely by private donations. It is in need of dog and cat food, toys, treats, and cleaning supplies to care for the adoptable homeless cats and dogs. There are drop off areas in the Schaumburg office to collect donations.

The group will also be supporting the Children's Home & Aid of Schaumburg program, by collecting books for ages infant to 6yrs old, and having volunteers spend time playing with and reading to the kids at the center in Schaumburg. Donations of new and gently used books are much appreciated.



The Community Involvement Group is also proud to announce that they will be participating in the Feed My Starving Children program again for April. Each Feed My Starving Children event in Schaumburg includes a large group of employee volunteers plus members of PromoWorks family and friends packing thousands of meals which go toward feeding several kids for an entire year! Keep your eyes open for the announcement of the April event date!

The Community Involvement Group would like to encourage all PromoWorks employees that are not at the Schaumburg office to join in similar Quarter 1 initiatives as well. Participation and support of your local food pantry/food bank, animal shelter, and local children's hospitals makes a huge impact in every community!