

## SEVEN SIMPLE STEPS TO A SUCCESSFUL DSRSMART PROGRAM

- 1. Keep it short!** Training videos should be 2-4 minutes (shorter the better!) to maximize attention span and knowledge retention by participants.
- 2. Keep it relevant!**
  - Provide a compelling answer to every DSR's question... "Why should I care about this product any more than similar products I sell?" Quality, best value and brand name are not compelling since most companies make these claims.
  - Most DSRs live on 100% commission. You must prove you'll help them earn a living!
  - Provide examples of how the product will increase revenue, reduce costs, streamline storage requirements or simplify prep/cleanup, etc.
- 3. Keep it real!** This is about product training, not a commercial. Don't worry about fancy video production. A simple hand-held camcorder video provides a genuine feel that will add to the content's authenticity.
- 4. Measure before and after!** Include a few multiple-choice questions before the video to measure DSRs' topic knowledge or selling history. Follow the video with a short quiz to gauge their knowledge retention. The quiz also reinforces your message, and it can provide a signal if something is confusing should many DSRs miss a particular point.
- 5. Include the basics!**
  - Show the product's unopened outer case, and then a shot with a product sample alongside to illustrate the size of both. This helps DSRs identify the product in their warehouse or at an operator's location.
  - Include critical details like case size, storage requirements, product number, Dot Foods number (if available through Dot) and UPC.
  - Describe the types of operator segments where product is best-suited.
  - Include menu and/or pairing ideas. But don't overemphasize these over the basic product elements and case information mentioned above.
  - Offer up to four electronic attachments after the training (video download, sell sheet, etc.) so it's easy for them to learn more.
- 6. Motivate timely participation!** Structure cash incentives to motivate action. Example: first 100 participants receive \$15; next 200 participants get \$10; and all participants (even if they don't earn an individual reward) are eligible for a \$500 drawing.
- 7. Repeat steps 1-6 over and over!** DSRs sell what they know. Product training is a constant need in an industry where 18,000 new products are launched each year. Just as you wouldn't advertise your brand once a year... so it is you won't build mindshare for your brand without building an ongoing training program to build loyalty among DSRs.

