

IN-STORE THIS MONTH



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INTERVIEW
with a TOP
PROMOTER

SPECIAL ISSUE

Dedicated to Our
PROMOTION & SAMPLING
Services

INTERVIEW with **KAMILA KAČICOVÁ**

Kamila Kačicová is an aspiring environmental scientist in her final year at the Czech University of Life Sciences in Prague. She's also one of POS Media's top sales promoters, and over the last five years has successfully represented brands including Sunlight, Havana Club, Mentos, and Pedigree Denta Stix. We caught up with Kamila to learn the secrets of her success.

Tell us about your typical day.

A good day starts with a good night, so I always make sure I'm well rested before a promo event. In the morning I jump out of bed, grab a hot coffee, and do my makeup. This little ritual helps me put my thoughts in order before I head off.

I like being punctual, so I usually arrive about 45 minutes early. Never put off till tomorrow what you can do today – that's what I always say!

My first job is to report to the store manager, which can take a while if they're busy around the store. That's when arriving early really pays off.

Next, I set up the promo stand and get the area looking just right. I like to be well prepared, so everything goes smoothly.

In line with my motto, I always begin the promo five minutes before the scheduled start. I take photos for the regional manager and record the stock that's been designated for the promo. Then it's time to put on a smile!

How do you go about selling a product to a complete stranger?

First, I have to attract their attention. A big friendly smile goes a long way, but it really helps if the promo stand is big and bright, so it stands out from all the other distractions. A fun, colorful costume is another way to catch people's eye.

Grocery shopping can be stressful, so I always start with a warm 'hello' and an offer of a free sample. 'Free' is a powerful word that draws most people in. Plus, I've found that customers who accept a sample are more likely to buy the product.

Once I have the customer's attention, I quickly start chatting to them about the product. A good conversation is always two-way, so while explaining the product's features and benefits, I also ask the customer a few questions. Knowing what they're looking for, or what competitor products they might be using, helps me tailor my presentation to the individual.

What does it take to be a top promoter?

I believe you can always improve, so I wouldn't count myself among the best. The key is to always be prepared. You have to be ready to answer any questions the customer might throw your way. And not just about the product you're selling, but its competitors as well!

I've always thought that being a promoter is a lot like being a teacher: helping customers to make a purchase decision by sharing knowledge and advice. Sometimes, a customer will even ask for my personal opinion, in which case I always answer honestly, but positively.

Other than that, you just have to be confident about approaching people, keep smiling no matter what happens, and above all, enjoy what you do.

What's the toughest situation you've faced?

I'm happy to say that I've been able to handle everything so far. People can be difficult or unpleasant sometimes, which is hard when you're just starting out, but it gets easier with training and experience.

You should never argue with an angry customer. Instead, listen carefully and show them you care. Once they've had their say, you can try to solve their problem, or find someone who can. But never make a promise you can't keep.

What do you like most about being a promoter?

When a customer discovers a new product that they really love, but they'd never have found on their own.

What one piece of advice would you give to someone just starting out?

Just remember that everyone has to start somewhere. Don't be nervous, work hard, and learn as much as you can. That's really all there is to it. And if there are any novice promoters reading this, good luck!



HUNGARY: promotion for Belvita

3



CZECH REPUBLIC: promotions for Havana Club, Agrola, Sedita, Gervais and-
Mentos



SLOVAKIA: promotions for Lindt, Sedita, Kozi Vršok and Birel

5



POLAND: promotions for Nivea, Mieszko, BIC and Skittles

6



RUSSIA: promotions for Bell's and Ricco

7



