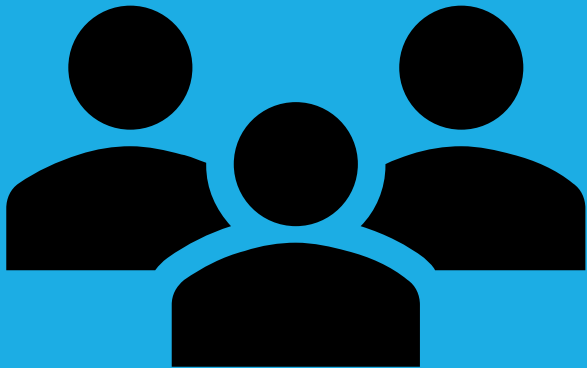




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AMBASSADOR REQUIREMENTS

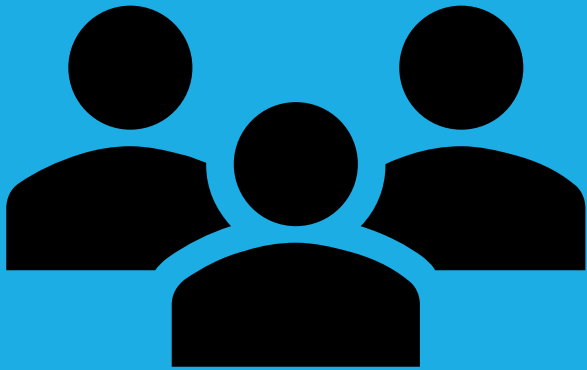
Thank YOU!
Your time is valuable!



Important for both of us!

Understanding this training document is essential for establishing a lasting professional relationship and gaining the knowledge needed to become a valuable contracted team member.

LTL Team Members



We want you on the TEAM!

- We are an Innovation Company
- We Generate Market Intel for Brands
- We Deepen Retail Relationships
- Engage with CUSTOMERS!!!
- Engaging with Managers!!
- Engage with floor salespeople!



**We are the Best!
And it takes you!**

All LTL Marketing Contractors:

- Educated about our products.
- Best of Class Service
- We are Tech Driven
- Greet **EVERYONE** we can. We are the reception team AND we want to sell the first bottle.
- 70% of the time, LTL Contractors are the highest paid person working in the store. We need you to perform like the pro you are.
- We like to have FUN! We serve spirits!
- Make our customers happy!
- **We capture customers with incentives and fun marketing experiences**



Important Details & Requirements

- The focus of our in-store sampling is brand education, engaging customers and sales.*
- You are representing 3 customer categories: The Wine, Spirit, Beer or Cannabis brand, The Retail Store, And Us. Most of the time, you are the highest paid worker in the store. Professionalism is a must.*
- **Brand education is essential.** Material could include a brand document, video or website. A commitment to brand education is required.*
- In all cases, the reason it is legal to offer a free taste, NOT DRINK, is that it is an educational experience. A ½ or less ounce sample is ideal.*
- **Calling your store at least 48 hours in advance to confirm your gig is required.** A script is provided.*
- If there is an issue with the details of your in-store sampling, steps are provided.*
- **Being on time is only 60 seconds.** These promotions are essential for brands to build business with retail stores. On time arrival is “late” in the eyes of the retailers. It is helpful to arrive 10 minutes early to check in, set up your sampling, and complete the tasks required with our technology before the 3-hour customer sampling starts.*
- Technology is required for this sampling. You will be assigned when the gig is scheduled.*
- Supplies are needed for each in-store sampling: Cups / Table / Samples / Technology*
- **Checking In: You will need to check in with our technology AND with the retail store manager.** You should know the manager from your confirmation call. Introduce yourself and say hello to as many store employees as possible.*

*** More details provided in this requirement & training document**



Activation Requirements

Before the Gig

- Educate yourself on the brand – we are contracting you to be a brand ambassador. **Please be knowledgeable.**
- Call your store **48 hours ahead** so that they know you own the sampling and that you are a professional. Make sure you are talking to the/a manager and **remember their name.**
- Know how sample bottles are handled. Will they be at the store or will they need to be purchased.
- Prepare your supplies – when you call 48 hours before the gig, ask if a table is needed... is there inventory... do they sell ice

During the Gig – You are representing more than just a spirit!

- You are the Brand Ambassador For the **Store**
- You are the Brand Ambassador For the **Brand**
- You are the Brand Ambassador For **LTL Marketing**
- Professional Attire – Black outfit or Fashionably Snappy – Nice Jeans / nice shirts / NO HOLES
- Serve less than 1 ounce of the product. ½ ounce or less is the idea sample. – TNABC Law requirement

After the Gig:

- Send any additional photos to: Support@LiquidToLipsMarketing.com or tag us at Instagram [@LTLHappyHour](https://www.instagram.com/LTLHappyHour)
- Submit Report through: Pinata / Tastings



Prevent Activation Issues by calling

Potential Issue:

There are no samples bottles

- This is part of your call to the store 48 hours in advance. Will distributor compliantly replace bottles?
- We will reimburse you for the cost of the bottles to conduct the sampling if necessary.

Sample Bottles do not match the items in our Technology

- Continue the sampling and write down the selections, conduct survey, and record people tasted and sales. Email results and skus to Support@LiquidToLipsMarketing.com

No table is provided

- Some samplings are conducted on a barrels. Your call to the store will prevent this issue. Tasting setups vary by store.

Store doesn't have the activation sampling on their calendar when you call 48 hours to confirm.

- Contact your tastings supervisor **615-933-1938** (*Add to contacts as LTL Supervisor*)
- You call, and arrived and they are still not aware of the activation, ask for the person you spoke with. See if you can still conduct the activation.
- Be nice and be professional. All we want to do is help them sell their inventory.



Prevent Activation Issues: continued

LTL Marketing pays our rates to ensure we have the best people in the market. We are looking for professional contractors that can think on their feet and work through situations. We pay well for good professionals like you.

I am running late. What should I do?

- Call the store. Please let them know. Still conduct a 3-hour tasting, not 2 hours and 25 minutes...

I have to cancel within the day. What should I do?

- Call team lead ASAP. [615-933-1938](tel:615-933-1938) (*Add to contacts as LTL Supervisor*)

Sample Bottles DO NOT match the items on the Technology. What should I do?

- Continue the sampling and write down the skus, conduct survey, and record people tasted and sales. Email results and skus to Support@LiquidToLipsMarketing.com

Technology isn't working! Tastings / Popbookings. What should I do?

- Tastings / PopBookings:
 - Most issues are solved by logging out and back in
 - Remove filters
 - Contact Tastings Support or Popbookings Support, [Not the LTL Team](#)
 - Track manually – details to follow

Brand Ambassador Supply Requirements



Supplies needed

- Cups – can be purchased here: [LINK](#)
- Table with Tablecloth – You will find out if you need a table when you call to confirm
 - Small table: [LINK](#)
 - Bigger table: [LINK](#)
 - Small tablecloth: [LINK](#)
- Ice – all RTD's (Ready to Drink) will require ice. We automatically reimburse for ice for RTDs.

Technology Needed: More details to follow.

- PopBookings - Scheduling
- Tastings & Pinata – these are used to track the success of the in-store sampling. A link will be sent and gig assigned.

Simple incentives to get supplies

- Open & Read the LTL Ambassador Emails. There will be hidden contents for rewards.
- Monthly Contests to Win Credits for Tasting Supplies (Tables, coolers, cups... and much, much more)
- Social Media Content – send in after your tasting



Technology

Technology requirements:

Platforms used:

- Tastings
- Pinata

Required Tasks on Apps:

- Check in
- Brand survey in the store
- Brand pricing
- Pictures of brand placement
- Pictures of table setup with brand bottles
- Tracking customers sampled
- Customer feedback comments
- Bottles sold
- Manager Sign off

Links will be sent. Very Simple! Have fun!

If Technology Fails



What to track manually

- Number of people engaged
- Number of people sampled
- Male /Female / Other breakdown
- Number of units sold
 - Bottles
 - 4 packs





Confirming & Checking In

Confirmation call:

Simple Script Ideation:

- Always ask for the manager and remember who you speak too.
- “Hello, I am _____ and am the ambassador for _____. I will be there on Friday the 12th a little before 4:00. Can you answer a couple of questions for me? Great! (example)
 - Do you have the promotion samples?
 - Do you have inventory of _____?
 - Do you have a sampling station for me?
 - Do you sell ice? (Only if your gig requires it)”
 - Who should I ask for when I get to your store on (date)?

Very Simple! Have fun! Know your customer.



Table Setup

Table Setup:

- Sample Bottles
- Sample Cups
- Inventory to sell & Pricing
- For RTDs
 - Ice – Always serve canned beverages with ice
 - Ice Bucket
 - \$5 will automatically added to each RTD gig.

Attitude:

- Engaging Smile & Friendly
- Knowledgeable & Prepared
- Professional



Have fun Selling!

Selling Tips & What Works:

- Know the product story.
- If you don't know something, that's okay.
- Don't BS. Everyone has Google...
- Always go to the brand website. Know your product. You don't have to be an expert, but you should be knowledgeable.
- Bring customers to the table by having fun and inviting them to your space:

“ Hello! We are having a little happy hour over here! Would you like to sample a delicious _____?”

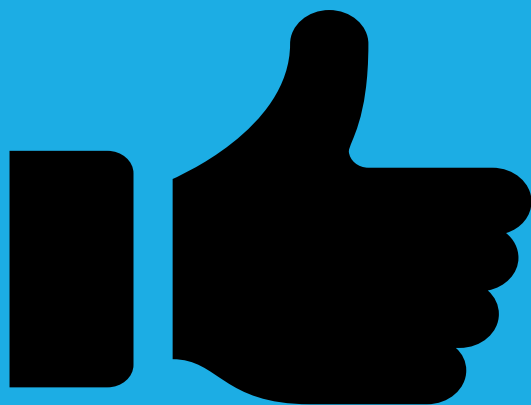
If you have an LTL Happy Hour QR Code display, there is a monthly reward for the most QR scans and interactions.

Have fun!





Add Value



Become Valuable

- LTL Marketing is growing, we will need leaders in the market.
- Developing people in our industry.
- Is this industry what you want?



Popbookings: Join our Agency for Bonuses

After 30 days: Join the LTL Marketing Agency

Bottle Sales – Earn on Every Bottle

Percentage From Popbookings Eliminated (almost 10% increase)

Incentive Rewards – Monthly contests and sales contests

***If you are already a part of our agency, enjoy all the benefits of being a professional.**



Pay schedule:

Once you have joined our LTL Marketing agency

Ontime payment delivery / every other Friday / Direct Deposit ACH

LTL Marketing uses Thread HRM – You will receive a link for onboarding

All reimbursements and bottle bonuses are delivered via Direct Deposit ACH

Popbooking & ShiftNow – pay through their systems until you join our agency



Quotes:

You guys are the premier sampling agency.

~ Alex R.
Moet

I'm sharing your company with everyone. You're the best agency in the country that no one has ever heard of.

~ Cliff K,
Constellation Brands

Thank you again for the assist in a quick pinch. Helena was wonderful! It made me so happy when I met her in the lobby, and she was studying the materials provided (mad love there). Although the event was lighter than anticipated, she engaged with the guests and was incredibly helpful and attentive. Thank you again for being such great partners.

~ Angi N,
Moet Hennessy

You guys are my heroes! We literally could not have conducted these events without your putting out the fires.

~ Abigale F,
Uncle Nearest

THANK YOU!



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