**There will be two programs for the trial packs.**

1. This first program is designated to the **NEW** customer. The customer will purchase the 13KG bag, (only applicable to the same type of 13KG) we will give them the 1KG free of charge, so that customers can try the new food before opening the large bag. If their dog doesn’t do well on it or doesn’t like the product, the customer has the chance to bring back the unopened large bag for a full refund or swap it out for another flavor. A few things to be aware of;

* All employees MUST document the new customers name and email address. This is an easy way for us to follow up on feedback. It also ensures that we aren’t just repeatedly giving the same customers 1KG for free.
* We are giving away about $6.00 worth of product.
* This benefits the customer greatly in the sense that someone who never bought with us before, now has the opportunity to bring back a bag (unopened) hassle free.
* Customers who open the 13KG bag will not get an exchange or a refund.
* Managers; this will need to be tracked.

1. This second program is designated to an **existing** customer. A customer who is already buying a different brand from us is eligible to receive a free 1KG trial pack with a purchase of another brand. This is a great way to try and get customers to switch to our Diet Rich brands (possibly adding Profile in the future). A few things to keep in mind;

* Assess that the customer is the right fit for receiving a free 1kg trial pack.
* Do not give to a long-term customer who has been buying the same brand for YEARS and would never switch.
* Do not give to someone already buying Diet rich or Profile.
* Customers who purchase different brands and always switch them up offer them a 1KG trial pack!
* Document the customers name and email for this program as well. Feedback is always great and we can track the name so we don’t give the 1KG out repeatedly to the same people.
* **Managers** this will need to be tracked in the system because we will be splitting the cost 50/50 with your store on program 2.

These programs will be decided by the manager which one each store decides to do. The goal is to get more Diet Rich and Profile brands moving out the door.

Signed:

Name (print) Title Signature Date

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