

Week 2



Tour Talk



In this weeks edition read about the registration frenzy that was Derby and see Pete getting in the Valentines mood and aiming straight for the heart of our retailers!

Our Week In Numbers and Pictures :

Depots Visited This Week : 6

(Booker Saltley, Stirchley Derby, Mansfield, Nottingham & Sheffield)

Cumulative Number of Depots Visited : 10

Target Registrations For The Week : 360

Actual Registrations For The Week : 662 (+ 84% vs target)

Cumulative Target Registrations : 600

Cumulative Actual Registrations : 978 (+63% vs target)

Highest Scoring Depot : Derby— 338

*excludes any customers who registered on -line after speaking with BA's in depot



Fancy joining the BA Tour for a day?? Just email info@12th-man-solutions.co.uk and we'll organise for you to come and experience the thrills and spills for yourself!

 **E-Mail Address of The Week :**

A lovely bloke but not someone you would want to get on the wrong side of, this weeks prize goes to 'fatabs@'

 **Caption Competition:**

Being the week for love and romance we were impressed that Pete had resorted to wearing a heart on his head in order to win over the retailers... unless you have a better caption for the photo below....



 **Opportunity Of the Week :**

Never one to miss any opportunity to network Steve bumped into Peter Lowrie (a Landmark member) at a Grocery Aid dinner on Saturday night. A career supporter of trade shows / CRS / NCS Peter's interested in talking to us about how we can access retailers from his 3 depots with details for the show—and even mentioned transport! Watch this space!

 **Most Obscure Reason for Not Registering For the Show :**

This week reported by Jess who was totally confused when she got the response 'Nah love I'm just the fetcher' which Jess thought sounded like a breed of dog!

 **Week Three Schedule :**

Thursday 21st : Booker Cambridge
Thursday 21st : Booker Northampton
Friday 22nd : Booker Luton
Saturday 23rd : Booker Bedford

Tour Thoughts Team Blog Week 2:

A week of ups and downs for our merry band of BA's — Pete and Nichola began at Booker Saltley which although generally quiet scored a high hit rate with retailers, registering over 150 visitors. On the other side of town, Booker Stirchley was much quieter for Jess and Steve being another mainly delivered depot so the guys headed over to Hyperama to mop up retailers they had missed the previous week.

No-one was quite anticipating the response we got in Derby as Pete and Julie struggled to keep up with the demand in a busy depot with practically everyone wanting to sign up. Wanting to make the most of the enthusiasm, Steve and Alice packed up and left what had been a very quiet day in Nottingham and headed down to help the guys out and even with 4 of them they were constantly busy with a phenomenal 338 registrations!

We knew there wouldn't be many days scoring over 300 and to prove the point Mansfield and Sheffield were very quiet in comparison with the major reason for retailer decline being that the NEC was too far away! Several retailers commented that Parfett's provide complimentary transport to their shows and had that been on offer for the NCS they would have been much more likely to attend. This has been mooted with Booker and as a trial we have secured agreement with Dan Marsden to offer this when we visit the North East depots as long as sufficient retailers register—sorry Vicky, another headache for you in extracting AT1 retailers from the North East to pass details to Booker!

The team have overcome changes to incentives, registration screens and data capture during the week and everyone has worked hard to incorporate these into their sales pitch. BA's had been selling the NCS based on the business value retailers would get by attending and using the Partner Incentive Vouchers as a final carrot when faced with objections—the lower perceived value of the confirmed offers means going into week 3 we may not be able to convert as many of those challenging retailers as we had previously !

BA's are fully briefed on the importance of capturing quality data and ready to collect the names of guests from this week—we know there will be some who won't be able to give us the details of their guests in depot but it's great we've a back up in place to ensure they can register at home and still receive the incentives!

So, the end of the Blog and not one mention of the cold... despite it snowing on Tuesday the "wrap up warm" message had landed and there were fewer chattering teeth this week! In fact, in Stirchley it was practically tropical for the team positioned next to the hot air fan although we're not sure Steve and Jess would have spent quite as much time doing their hair had they known they were going to be almost blown away!

