



DSR Ambassador Program



OBJECTIVES

Build DSRs' product knowledge about your foodservice brand & products

Maintain measurable sampling program with chefs & cooks to develop preference for your products



DSR Smart is a popular online video-based training system used by AFDR members



AFDR manages program to incent DSRs to **gather feedback** from chefs about samples

AFDR distributes monthly "how-to" and other info to maintain **DSR loyalty**



Connected Steps

The best marketing to DSRs is through **training**

Commitment to help DSRs sell to chefs — particularly through **availability of samples** — creates top-of-mind brand awareness among DSRs

Consistent communication and incentives builds DSR **brand loyalty**

Deliverables/Budget

To start, we always recommend a six-month pilot approach and measure results monthly

Videos	DSR Smart	Ambassadors	Measures
<p>60-90 second (3)</p> <ul style="list-style-type: none"> Focus on best-seller or new products Ideal applications / compare results Overall features/benefits <hr/> <p>Multi-use:</p> <ul style="list-style-type: none"> DSR <i>Smart</i> program Social media Link and promote from Restaurant Product Finder / email blast Use on brand website 	<p>Three lessons (based on videos)</p> <ul style="list-style-type: none"> DSRs watch video Take short quiz to measure retention Incentives offered Opt-in for Ambassadors Loyalty Program <hr/> <p>Incentives for each lesson:</p> <ul style="list-style-type: none"> All participants eligible for five \$100 grand prizes First 25 participants get \$25 Next 100 participants get \$10 	<p>Ongoing loyalty program</p> <ul style="list-style-type: none"> Six-month pilot program to expand sampling among chefs/cooks DSRs who place samples and provide feedback win premiums or cash each month <hr/> <p>Simplicity is key:</p> <ul style="list-style-type: none"> Provide feedback/ results thru email or phone recording AFDR manages entire process 	
<p>\$12,000</p>	<p>\$18,000 Includes all incentives</p>	<p>\$37K-\$43K Includes all content development & management, incentives & incentive fulfillment. Does not include sample cost/delivery</p>	

WHY AFDR?

Access to 5,200 DSR members who work with 240,000 chefs and operators

Unmatched online training and brand loyalty resources for foodservice sales professionals

Experts in video, podcast and other foodservice content that grab DSRs' and chefs' attention

Sales channel consultants to leading foodservice brands



DAVE MIESSE
CEO
Executive Director



BILL HORNING
Content Director,
Marketing Manager

Loyalty Program Specifics, Metrics

Measures

- **300 DSRs** become Brand Ambassadors. Recruit active members as part of DSR Smart campaign. Ultimate goal is to create 300 Brand experts in the field.
- **120 samples** delivered to chefs with DSR feedback about potential sales.

Overall Goals

- Make the program invite-only to drive pride and exclusivity.
 - We'll cull DSRs who don't participate after six months so more active members can be attracted.
 - We alternate incentives so DSRs drive sampling... but also can provide incentives to operators.
 - Ultimate goal is to create a network of champions/experts in the field.
- Keep logistics simple, yet motivating
 - DSRs can call in and record sample feedback, or fill out online form.
 - Use e-gift cards and/or easy-to-ship incentives (Amazon gift cards, branded oven mitts, etc.).
- Build Brand's operator and DSR databases for ongoing outreach.

Loyalty Program Costs, Process

STEP 1: Recruit DSRs during DSR Smart campaign

Cost: \$2,000

AFDR will review list of DSRs who complete DSR Smart. We'll invite specific DSRs so there is a broad representation among large/small distributors and/or regions of country where Brand wants to focus.

STEP 2: Send Welcome Kit

Cost: \$5,000 (\$1,000 less if Brand provides incentive)

Kickstart program with "welcome package" that includes a branded **mobile phone card holder with stand**, short note on how to participate and a "share" invite that a DSR can give another DSR to join the program.



STEP 3: Generate average of 20 samples/month to operators and capture feedback

Cost: \$21,000 + \$9,000-\$15,000 in incentives

- Create twice-monthly DSR email with brief how-tos, product expert/chef podcasts, etc.
- Each email includes incentive to order sample. See examples.
- Setup voice-based and online feedback systems.
- Provide follow-up calls if DSR hasn't provided feedback within 10 days.
- Handle any incentive fulfillment not already handled internally by Brand.

Monthly Incentive Concepts

Incent for DSR feedback

- Order sample: \$10 branded Amazon e-card
- Leave feedback on time: \$15 e-card
- **BONUS:** Branded screen cleaner as surprise thank you gift

Incent for DSR feedback & customer loyalty

- Order sample: \$10 branded Amazon e-card
- Leave feedback on time: \$15 e-card
- **BONUS:** Send branded professional oven mitt that DSR can gift to operator

Incent for Operator feedback

- Order sample: \$10 branded Amazon e-card to DSR
- DSR connects operator in quick phone call for feedback: \$25 e-card to DSR
- **BONUS:** Operator receives \$15 e-card



Popular DSR incentives

- Gift card
- Mobile phone card holder
- Hand sanitizer
- Travel mug
- Absorbent cup holder coaster
- Hi-temp spatula
- Mobile phone card
- Oven mitt
- Cleaner towels for laptop/phone screens