

**Position - Brand Ambassador – TRAZZA –** In store demonstrations and sampling of products for sale.

**OBJECTIVE –** Store demonstrations are an important way to introduce products to the public that allows for tasting, learning, conversation, purchase and more. The Trazza Demo position is to introduce and or reaffirm customers of regional retail stores about Trazza products in the store. The candidate will exhibit passion, enthusiasm, knowledge and belief in our products, presented in a way that highlights Trazza locally made, family owned culture, which is built on a spirit of service, integrity, and positive attitude.

**WHY --** Goal is to educate the customers about Trazza's identity as a company with fabulous traditional products --how they are prepared, and with which ingredients they are made. It is key to allow customers to try the products and educate them on the nutritional benefits of these products.

**WHEN --** Demo's will be done as scheduled for a 2-3 hr time block during certain days of the week.

**Essential Functions and Major Responsibilities:**

- Represent Trazza in a positive manner, make a powerful first impression.
- Punctuality and a positive presence during the display demonstration are key
- Introduce yourself to promotion manager/product manager/buyer/and/or store manager
- Prepare a professional and enticing display table.
- Customers begin experiencing the products through you - and what you say and don't say.
- Be engaging, focus on customer experience and encourage sales.
- Have fun and make a powerful 1st impression

**Protocol:**

- Arrive 20 min prior to demo time
- Meet and introduce yourself to promotion manager/product manager/buyer/ and/or store manager.
- Check inventory on shelf and inquire about back stock with manager on duty that day. Use inventory printout and double check store retail price on shelf tags. Look quickly for any expired products and set them aside to give to management. Take approximate assessment of count.
- Sell lots of products!
- At the end, take a count of how many products were sold
- Check in with store manager/promo manager to thank them for their help/support.
- Write down notes you heard from customers or any store employees. (Very important)
- Discover and see if we can sell different products that we have and the store does not carry, yet customers asked for them.
- Disassemble table and return all products to display shelf.
- Leftover demo products may be shared with product department team members.
- Dispose of trash/compostable where directed by store personnel.
- Retain all demo materials.
- Make notes of needed inventory

**Qualifications:**

- Regular, consistent and punctual attendance.
- Must be able to work nights and weekends
- Ability to coordinate multiple priorities while meeting sales goals.
- Ability to exercise independent judgment and discretion in matters of significance.
- Be able to carry a small folding table and kit of display tools and information.
- Strong presentation and public speaking skills.
- Oregon Food Handlers Card or equivalent.

This is a 1099 part time position with flexible scheduling and most needs on weekends.  
Apply with resume and cover letter to [orders@trazzaflf.com](mailto:orders@trazzaflf.com)

