

**Please read this brief carefully before completing the role**

**JOB: RETAILER NAME Promotional display check, fix & purchase call on XXX range £11/call + product costs (complete XXX)**

**RETAILER:** Insert retailer name

**PRODUCTS: Insert name of brand / products to check**

**COMPLETION:**  Insert date to be completed by or dates from / to to complete

**PAY:**  £11 (min we’d suggest)

**EXPENSES:** £XXX for the purchase of XXX.

**Sales data can be tracked at product and store level, all expenses are independently audited against visits made.**

**OVERVIEW / BACKGROUND TO THE CALL**

INSERT HERE details around what the purpose of the visit is to give the worker some background.

For example…

XXXX is currently featured on XXXX and on fixture on promotion at XXXX

We need you to pop into store, check the products are there, take photos of them the feature display AND on the main fixture, ask for anything missing / highlight to the store any issues.

We'd also like you to buy one to try too!

This needs to be done as a shopper so please be discrete when taking photos.

**WHAT DOES A GOOD JOB LOOK LIKE:**

INSERT HERE what success looks like – keep it brief & clear what your expectations are

For example…..

Product X on Gondola End 1 with the correct price ticket. Product Y on fixture with correct promotional price ticket

You’ll need to speak to a colleague **as a shopper** to understand / rectify any issues.

Good quality photos of the display and fixture to clearly show the product range

Purchase of XXX units of XXX

**PRODUCTS TO CHECK:**

INSERT table here with product name / pack size / weight / expected retail price

**INSERT IMAGE OF YOUR PRODUCTS – it makes it easier for workers to find them in-store**



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**LOCATION IN-STORE**: **XXXXXX Fixture**

***It’s helpful here if you have an image of the display you are expecting, or can give some guidance around what other products may be featured with it***

**REQUIREMENTS OF THE ROLE:**

**INSERT IMAGE OF FIXTURE IN-STORE, ideally of what a good job looks like so workers can easily identify the fixture where they will find the product and see what they need to achieve**

1. Go into the allocated store & walk the store to check the XXXXX feature displays  
   (if it’s an unusual location then please describe where to find it)
2. Take a photo of the XXXXX range on the XXXX feature display.
3. Take a photo of the wider fixture so we can see what else is present (we need a photo of the XXX feature displays whether the product is there or not so we can see what else is)
4. Is there a promotional SEL (price ticket) for the product on the XXX display?
5. Is the SEL correct? £INSERT EXPECTED PRICE
6. Was there a promotional price / offer barker or shelf talker to communicate the deal on the the promotional display?
7. Take a photo of the XXXXX range on the XXXX fixture.
8. Is there a promotional SEL (price ticket) for the product on the XXX fixture?
9. Is the SEL correct? £INSERT EXPECTED PRICE
10. If the product/feature/SEL is missing, please find an in-store colleague
    1. Record response & who you spoke to.
    2. Can they look in the warehouse? Can they order it in for you?
    3. PLEASE NOTE ALL DETAILS.
11. Tidy up the fixture & then take another picture of the products close up & from a distance so we can see what is around them.
12. Purchase 1 unit / 1 of each (DETAIL HERE WHAT YOU NEED THEM TO BUY)
13. Upload your receipt to the expenses section, and the report section and complete / submit your timesheet

**REPORTING QUESTIONS**

1. What date did you visit the store?
2. What time did you visit the store?  
   FEATURE DISPLAY
3. Image of the XXXX promotional display on entry whether XXXX present or not
4. Was XXXX present on the promotional feature display?
   1. Yes, present on entry
   2. No, but store have fixed and present on exit
   3. No, but store aware and will fix
   4. No, but stock due in
   5. N/A Product Unavailable
5. Did XXXXX have a price ticket (SEL) on the promotional feature display? Y
   1. Yes, present on Entry
   2. No, but fixed and present on exit
   3. No, but store aware and will fix
   4. N/A Product Unavailable
6. What was the price on the promotional display?
7. Was XXXX present on the promotional feature display?
   1. Yes, present on entry
   2. No, but store have fixed and present on exit
   3. No, but store aware and will fix
   4. No, but stock due in
   5. N/A Product Unavailable
8. Did XXXXX have a price ticket (SEL) on the promotional feature display?
   1. Yes, present on Entry
   2. No, but fixed and present on exit
   3. No, but store aware and will fix
   4. N/A Product Unavailable
9. What was the price? (£X.XX, £X.XX, other, n/a)
10. If other, please give details
11. Was there a promotional price / offer barker or shelf talker to communicate the deal on the the promotional display?
12. Image of the XXXX promotional display on exit whether XXXX present or not   
      
    SHELF
13. Image of the XXXX fixture on entry whether XXXX present or not
14. Was XXXX present on fixture?
    1. Yes, present on entry
    2. No, but store have fixed and present on exit
    3. No, but store aware and will fix
    4. No, but stock due in
    5. N/A Product Unavailable
15. Did XXXXX have a promotional price ticket (SEL)?
    1. Yes, present on Entry
    2. No, but fixed and present on exit
    3. No, but store aware and will fix
    4. N/A Product Unavailable
16. What was the price? (£X.XX, £X.XX, other, n/a)
17. Image of the XXXX fixture on entry whether XXXX present or not
18. Was XXXX present on fixture?
    1. Yes, present on entry
    2. No, but store have fixed and present on exit
    3. No, but store aware and will fix
    4. No, but stock due in
    5. N/A Product Unavailable
19. Did XXXXX have a promotional price ticket (SEL)?
    1. Yes, present on Entry
    2. No, but fixed and present on exit
    3. No, but store aware and will fix
    4. N/A Product Unavailable
20. What was the price? (£X.XX, £X.XX, other, n/a)
21. If ANY of the products are not available, who did you speak to in-store? (please give name or description of person)
22. What did they say? Can they look in the warehouse? Can they find the stock for you? When is stock due in? Can they order it for you? Please note full details
23. Photo of XXX range on fixture on exit (tidied up & looking great!)
24. What product did you buy?
25. Photograph of receipt showing purchased products
26. Any other comments or feedback?

Once we have verified this, you will be paid on the next payroll according to your preferences.

Thanks for being a part of the revolution! Don't forget to tell your friends/family about redwigwam.

Many thanks,

**The INSERT BRAND NAME Team**

**PLEASE DELETE THIS SECTION BEFORE SAVING YOUR FILE AS A PDF (remember to reduce the images as max file size is 5MB)**

To get your job loaded & live please log into your account <https://hirer.redwigwam.com/login/>

On your dashboard go to JOBS – ADD A JOB, Select Sector – RETAIL, Select Job Type – MYSTERY SHOPPER,

Select template job - Retail - Promotional display check, fix & purchase call on XXX range £11 + product costs (complete XXX)

You will then need to update the job according to your requirement and also ensure you amend the products / pricing in the reporting section too from XXXXs / ABC.

If you need help then please pop onto live chat or email catherine@redwigwam.com