

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

**JOB:**  **RETAILER / BRAND NAME – mystery shopper activity to audit sampling & check, ask, purchase XXX £12.50+ product costs**

**RETAILER:** Insert retailer name

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

**COMPLETION:**  Complete XXXX between 10.30am & 3.30pm ONLY (insert times appropriate to what you have agreed for sampling in-store

**PAY:**  £12.50 (we recommend this as a minimum)

**EXPENSES:** for the purchase of 1 x XXXX products (max £XXX)

**OVERVIEW / BACKGROUND TO THE CALL**

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

For example…

We have invested in sampling activity in selected XXXX’s stores on XXX.

**A picture containing text, indoor, scene, shop

Description automatically generated**We would like you to go into store as a mystery shopper and check that the sampling activity is running, ask the sampler a couple of questions (to test their knowledge of the product) and then to purchase 1 of the XXXX range. You will also need to check that the range is available on shelf at the correct price & take photos.

**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**

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

Visit store between 10.30am & 3.30pm only.

Check product range on shelf to ensure available & pricing correct.

Take photos of fixture to show range neat & tidy.

Find the sampling unit instore & discretely take photo. Ask the sampler a couple of questions and note answers carefully.

Purchase 1 of the XXX range.

**PRODUCTS TO CHECK:**

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

Text, whiteboard

Description automatically generatedText

Description automatically generated

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

**REQUIREMENTS OF THE ROLE:**

1. Go into the allocated store & head to the XXXXX fixture
2. Take a photo of the product range on shelf as per the image above
3. Take a photo of the wider fixture so we can see what else is present (we need a photo of the fixture whether the product is there or not)
4. Is there an SEL (price ticket) for each the product?
5. Is the SEL correct? XXXX and XXXX at £X.XX and XXXX at £X.XX
6. If the product is missing or doesn’t have a price ticket, please ask a colleague if they can help you. (Record all details of what they said & who you spoke to)
   1. Scenario 1: You’d seen online this product stocked in this store but can’t see it on the shelf, can they see if it is in the back for you, or can they order it in?
   2. Scenario 2: Can they check the price for you as there is no price ticket on the shelf, so they may want to put one out
7. Tidy up the fixture & then take another picture of the products close up & from a distance so we can see what is around them.
8. Walk the store to see if there is a cardboard display unit with the XXXX range – take photo of unit.
9. Are each of the products in the display unit?
10. Do they have price tickets?
11. Walk the store & find the sampling unit – is it manned? Is it branded with XXXX? Take a discrete photo of the unit
12. Ask the sampler the following questions, casually as shopper interested in the range (INSERT DETAILS HERE THAT YOU WOULD LIKE THE WORKER TO ASK SO THAT YOU CAN CHECK IF THE SAMPLER HAS READ THE BRIEF YOU’VE GIVEN TO THE AGENCY
    1. What makes XXXX different from XXXX?
    2. What XXX is used?
    3. If not captured in the first question, please ask if there are artificial ingredients / additives known to be in bread
13. Purchase one of the products (if available)
14. Upload your receipt to the expenses section, and the report section and complete / submit your timesheet

**REPORTING QUESTIONS TO COMPLETE AS PART OF YOUR TIMESHEET**

1. What date did you visit the store?
2. Time of visit
3. Close up photo of the products on XXX Fixture on ENTRY
4. Photo of the X Fixture showing adjacent products/bays (whether XXX present or not)
5. Was “**XXXX**” available?
   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
6. Was there a price ticket for **XXXX**?
   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
7. What was the price? (£X.XX, other, n/a)
8. Was “**XXX**” available?
9. Was there a price ticket for **XXX**?
10. What was the price? (£X.XX, other, n/a)
11. If any of the products are not available on the fixture who did you speak to in-store?
12. 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
13. Photo of shelf on EXIT (tidied up and looking great!)
14. Was there a XXXX branded shipper / display unit present in-store?
15. Photo of the display unit
16. Was it well merchandised? Yes / No
17. Did it have the correct price tickets sited? Yes / No
18. Was there a XXXXX sampling unit / table in-store? Yes / No
19. Was there someone present on the unit sampling product? Yes / No
20. Which XXXX were being sampled? Please select
21. What did the sampler respond to ‘XXXX?’
22. What did the sampler respond when asked ‘XXXXX?’
23. Did the sampler mention about XXXXX? Please give details
24. If there is no XXXXX sampling stand in-store please ask a colleague when they are sampling in-store as you'd seen on FB that they were planned to be instore today between 10.30am & 3.30pm and you wanted to try the range? Who did you speak to?
25. What did the colleague say? Why is there no sampling? When will it be in-store?
26. What XXXX Product did you purchase?
27. Any other comments or feedback about the call?

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 & BRAND NAME

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 - Sampling audit + check, ask & purchase - complete XXXX ONLY - £12.50

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