



INTERNAL BRANDS | ROLES & RESPONSIBILITIES

ROLE:

Internal Brands: Booth #54-58

6 booth attendants (2 Evolve leads | 1 Evolve alternant | 1 SCA rep | 1 sales alternate | 1 booth floater)

HOURS:

Monday, April 17th: *Continued setup for event 7 am - ?*

Tuesday, April 18th: 9am - 7pm

Wednesday, April 19th: 9am - 7pm

OVERVIEW:

The Internal Brands booth represents the entire Salvatore Cincotta Company and gives attendees the opportunity to learn about products and services we offer. Booth attendants should be friendly, helpful and knowledgeable about the brands. Introduce yourself and chat with visitors - find out what they're interested in. NO BS! If you do not know the answer to a question, find someone that does or talk to the booth supervisor.

RESPONSIBILITIES:

- Answer questions (familiarize yourself with the brand guide for each internal brand)
- Identify new customers
- Complete sales transactions (for certain products- see below)
- Keep an eye on items displayed

PROCESS:

- Evolve leads | *answer questions, show off/talk about the editing, sign up new accounts*
- Evolve alternate | *float around the booth (go where needed most). Be able to help with sales transactions and be well versed with Evolve services*
- SCA rep | *talk about/sell products, sign up new accounts, POS lead, oversee all booth responsibilities*
- Sales alternate | *POS sales transactions alternate, keep an eye on items*
- Booth floater | *answer questions, be familiar with all brands, keep an eye on items, runner for any needed supplies, etc.*

STATION-SPECIFIC NOTES:

Items for sale: Straps, folios, swatch kits, & camera bags?

Show Specials & Pricing:

Virtuoso: BOGO ½ off *excludes frames and acrylic. Code: SF17BOGO, expiration: 5.30.17

SM: Subscriptions (only sold at SM booth): Elite \$24.99, Elite+ \$99

SCA: Swatch Kits \$59, Black Folio \$69, 2-Tone Folio \$79

Salvatore: Camera bag: \$199, 25% off any strap. Code: 25SF17, Expiration: 5.30.17

Enception: \$799 pro membership, Code: SF17PRO, Expiration: 5.30.17, 25% off rental

Evolve: 3 months free Premier

CONTACT INFO: Main Contact: Heather Scott | 865.740.3720 | Secondary Contact: Dustin Lucas |

618.520.2092



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Goodie Bag Inserts:

Virtuoso:	\$50 off any product \$100 or more.	Expiration: 5.30.17
SCA:	\$50 off any NY Collection Album \$100 or more.	Expiration: 5.30.17
Salvatore:	BOGO All straps. Code: SF17BOGO	Expiration: 5.30.17
	Manhattan: 2 for \$119, Chelsea: 2 for \$69	
	Bensonhurst: 2 for \$149, SF Gradient: 2 for \$199	
Enception:	\$50 off any rental. Code: 50SF17	Expiration: 6.30.17
Evolve:	50% off signature edit. Code: 50SF17	Expiration: 6.30.17

Sales process - Square app:

Start a Transaction:

1. Main Menu > Register > Library > All Items > (select item) > Choose color (if applicable) > tap "Add" (top right) If multiple items, continue to add to cart in same manner as above.
2. Ready to checkout > Tap Charge \$*amount* (blue icon in center) > credit card > swipe card > tap charge (top right)
 - Offline mode- NO SALES
 - Send receipt by email or text
 - Box/bag item appropriately

To apply Discount: Main Menu > Register > Library > All Items > Discounts > Tap to add

If this, then that:

Question you don't know the answer to.

NO BULLSH*T. Check with all other booth attendants first. If no one can answer - write down question - take their name, email and/or phone- we'll get back to them.

Internet down

NO POS SALES. POS can run in offline mode- but if card is declined, we won't know til later.

Evolve - WEB ONLY - take contact info

Strap ruined/bled on my shirt

I'm sorry this happened. What type of strap did you have? How long ago did you order? Claims must be made within 30 days. Look up transaction. You'll need to email Salvatore@cincottaemail.com

We can exchange your strap for one from our new line (keep the old strap- to eliminate shipping cost).

What material are the straps?

Manhattan: Genuine leather with a suede liner | Chelsea: Denim with a microfiber liner

I want a strap with my logo - can I still get the show special?

Yes (Manhattan & Bensonhurst only). Place your order online using the coupon code

(<http://www.salvatorethestore.com>) and send your logo with your order # in .eps format to salvatore@cincottaemail.com. Read the FAQ page for file specs before submitting.

Complaints

Direct to Heather



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Album was damaged, not constructed well, or otherwise not to spec

Email your order #, photos and details to support@scalbums.com

Can I check on the status on of my order?

Sure (on your own device). Sign into your account > My account > View order status

CC declined

Sorry, your card was declined. Do you have another card you would like me to try? If payment doesn't clear, no sale. Current Sale > Clear transaction.

Pay Cash

Sorry, but we are only setup to accept credit and debit transactions.

Item left behind

Notify Heather- put in safe place, if person doesn't return and identify item after 30 mins- turn into lost and found.