

# Sample Your Way to Success

**There is no better way to sell a customer on a new product than to have them taste it in-store. Our research has shown that post-demonstration lifts averaged **22%** based on five weeks of post-demo sales!\***

**Following are some key preparation tips that will help ensure your demonstration is a success.**

## WHAT YOU WILL NEED TO GET STARTED

### Special Equipment

- Using the George Foreman Grill™ is a great way to prepare the beef.
- Use an instant-read thermometer to ensure accurate cooking.

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### Training

- Set up a work station and prepare at least one batch of samples before you serve customers.
  - Make sure you use proper food handling, use a thermometer and follow guidelines for degrees of doneness and proper cutting.
- Provide the demonstrators with talking points so they can speak intelligently about the product (see separate selling tips).

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### Simple Sampling Instructions

- Follow the cooking instructions for the cut.
- Carve one steak at a time. Keep other steaks loosely covered with foil sheets.
- Hold steak with tongs. Cut lengthwise in half, and then cut each piece crosswise into slice no larger than ½ inch thick.
- Pierce each steak sample with a flat toothpick then place on serving tray.
- Continue carving steaks as needed, judging by traffic flow. If traffic is heavy, carve all steaks. If there is a lull, wait until samples on tray are almost gone before carving the next steak.
- Discard any remaining samples after approximately 15 minutes.
- **Do not serve cold samples.**

A full guide to demonstrations is available on the CD included in this folder.

\*Beef Value Cuts, Report of Findings, Executive Summary, February 2004.