

Conducting a Cobian Endless Comfort Sales Clinic

Step One: Review the Endless Comfort Guarantee. (5 minutes)

Tool(s): Use either the *Endless Comfort Guarantee Press Release* document or the Shop Eat Surf link: <http://www.shop-eat-surf.com/content/cobian-launches-endless-comfort-guarantee> . You should also reference the Endless Comfort hang tag on the product.

Goal(s): To ensure sales associate has a working knowledge of the Endless Comfort program.

Step Two: Highlight Cobian's Comfort features. (5 minutes)

Tool: Use the *Product Comfort ABC* document AND refer to a Cobian sandal that exhibits the features you are highlighting.

Goal(s): To provide a basic sales script to the associate that is easy to remember so that they can direct customers to our product or answer any related questions a consumer might have.

Step Three: Review the Endless Comfort Promotion Details. (5 minutes)

Tool: Use the *Endless Comfort Promotion Details* document.

Goal(s): To provide a high level understanding of the contest details (additional details are provided during registration and within the confirmation email once registered).

Step Four: Register the store and sales associate(s) in the Endless Comfort program. (5 minutes)

Tool: Go to this url: http://www.cobianusa.com/category_s/1952.htm

Goal(s): Register the store and each sales associate into the program for a chance to win.

Step Five (occurs later): Inform associate that they will receive a confirmation email that will provide them their user code for the contest as well as a link to a quiz and a trainer evaluation. If they pass the quiz they will receive a free pair of sandals. All details will be in the email.

NOTE: The rep with the most registered stores/associates as well as the highest evaluation score will receive a \$500 GAS CARD and a round trip to ticket to San Diego.