

# SOP: Promotion Team Briefing and Staff Training

**Objective:** To ensure all promotion team members are well-informed, confident, and equipped to effectively execute promotional activities and achieve desired outcomes.

## 1. Scheduling and Organizing Briefing Sessions

- Plan briefing and training sessions ahead of promotional activities.
- Prepare and circulate an agenda specifying topics, time, location, and required attendees.
- Confirm attendance and ensure all necessary materials and equipment are ready.

## 2. Outlining Team Goals and Promotional Strategies

- Clearly communicate the goals and desired outcomes of the promotion.
- Outline key strategies to achieve objectives, including target audience and key messages.
- Assign responsibilities and set individual/team targets as necessary.

## 3. Delivering Product Knowledge and Marketing Techniques

- Provide thorough information on products/services to be promoted.
- Train team on marketing techniques, including sales pitches and handling objections.
- Utilize visual aids, demonstrations, and Q&A sessions for better understanding.

## 4. Conducting Role-Specific Training

- Identify specific roles within the team (e.g., brand ambassador, sampler, team leader).
- Deliver targeted training focused on specific duties and expected standards for each role.
- Conduct mock scenarios or role-play exercises.

## 5. Encouraging Team Collaboration and Communication

- Promote open communication channels among team members.
- Encourage teamwork through group activities and feedback sessions.
- Establish protocols for in-field communication and escalation of issues.

## 6. Assessing Staff Understanding and Performance

- Evaluate staff understanding through quizzes, practical assessments, or observation.
- Address gaps in product knowledge or procedural understanding promptly.
- Document assessment results for future reference.

## 7. Providing Continuous Support and Feedback

- Assign a team leader/supervisor for ongoing support during promotion activities.
- Offer constructive feedback and recognition to reinforce good practices.
- Schedule follow-up meetings to address challenges and share best practices.

## 8. Documentation and Record Keeping

- Maintain training records, attendance lists, and feedback forms.
- Update SOP based on lessons learned and feedback received.

## References

- Company training handbook

- Product manuals and marketing collateral
- Relevant company policies and SOPs