

# I-Mortar / Home Depot

## Scope of Work - Project Instructions

**Overview** – this is a new program in The Home Depot stores with a new product being tested in 60 Dallas locations (May) and 35 more between Austin and San Antonio (June). The new product is a revolutionary concrete product getting very special attention in the stores and in the industry. Our mission is to provide product knowledge which will generate interest and excitement with store associates and management alike, as well as the contactor and DIY community shopping in the stores. Well trained associates will create customer interest and result in strong sales of this new product.

**Preparing for the Service Visit:** Before you begin visiting any stores there will be group training sessions; attendance at one meeting is mandatory. There will be sessions in Dallas, then Austin and San Antonio. The sessions will be approximately three hours in length in a local store; you will be paid for this training time. At these sessions you'll learn about the product – features, benefits, FAQ's, as well as how to demonstrate the product on your own. You'll also learn about Home Depot terminology and merchandising and the key people in your stores.

**When You Arrive at the Location:** You're going to have three different types of visits to your stores. The frequency of visits depends on the volume of your individual stores; you'll be notified ahead of time so no surprises. You'll be completing three hour in-store demos of two types in each of your stores – most will be directed to contractors (Mon-Fri from 7:00am – 10:00am) while the others will be directed more towards the average DIY customer (weekend events). You'll also be visiting each of your stores one time per week for a one hour merchandising visit.

Typically, when you first arrive at your store you'll be going to the ProDesk which is at the end of the store near lumber. You'll want to check in with the associates at the ProDesk to see if they have any questions or issues you can help resolve or answer. These are mostly the people that will be selling and pushing the I-Mortar product so it's important you get to know them and vice versa. You'll want to check to see if the Dept Head or ASM or SM is on duty. You'll need to spend some time straightening the set before beginning your demo; you'll want to downstock, make sure everything is priced and make sure all necessary POP is in place.

Working with your point of contact to set up your demo, you'll most likely need to get a small table (maybe from the break room) and set up by the location of the I-Mortars product, near the end cap or in the aisle. Wherever possible you want to be near the end cap because your visibility will be greater. You'll complete the in-store demo as you were trained to do during your initial training. (This is why attendance at one of the sessions is mandatory). Remember you need to engage as many associates and customers as you possibly can. Do not sit anywhere while doing your demos – there shouldn't even be a chair near where you are set up! Be sure when your demo is complete that you straighten the set, fill any necessary brochures, downstock, get orders placed, etc before you ask to be signed out by the MOD (manager on duty).

**After the Service Visit:** You should be completing your store report before leaving the store and using the mobile application to do so. While completing the report you'll be asked to take before and after pictures and answer a variety of other questions about your visit. You'll also need to get signed out by the MOD before leaving the store. If you need special materials for your next visit, such as brochures or apron cards, you need to order then right away so you have them on hand for your next visits.