

View the training video here: <http://youtu.be/42mA7XaVmmM>

## Merchandiser Visits

**All promotional material will be mailed to the store. You will be receiving a glove and an ice scraper to your home**

Merchandisers will visit each store either once or twice per week depending on the store schedule during each promotion on the designated visit days, unless otherwise notified by their Territory Manager. Certain duties are required at each visit, while other duties are specific, depending upon the visit number.

*On each visit –The merchandiser should make an appearance with the department managers to identify themselves and that they are there to service the Superfridge unit. This should be done at each visit.*

*If any issues arise during the visit to the store that prevents the merchandiser from completing their service visit – they should call their Territory Manager directly for direction or the Superfridge hotline at 800-733-2999. Some issues that may arise are broken or missing freezers, missing POP etc.*

### **Visit #1 (Promotional Set-up) – the exact service date will be listed on your profile**

1. Remove previous promotional product from unit and replace items to stock as directed by store personnel or store policy.
2. Check inside drop-in thermometer for correct temperature. Set mode switch for current event (*refrigeration mode for dairy/meat products and frozen mode for frozen products*). If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
3. If you are going from freezer to refrigerator, you will need to defrost the freezer. In order to defrost the freezer, you would first need to unplug the freezer and wheel it into the back room. Put a hose in the unit and run warm through the freezer. **Please be sure and not use hot water to avoid getting burnt.** Then you would need to scrape the sides and wipe down the unit. Scrape interior and remove all frost/ice.
4. Remove and discard previous event POS materials and price card.
5. Clean interior and exterior of unit, remember to include grates. Pull unit away from wall and be sure to wipe down backside of unit as well, including grates.
6. Affix current POS.
7. Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
8. Scan current featured item for pricing. Place price card (use computer generated as store policy designates.)
9. Note number of pieces of previous promotion removed from unit, number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer? **(This information is critical to your FieldLink visit report)**
10. Initial and date visit card attached to unit.
11. Always be certain that area around unit is free of debris from your service visit.

12. Remember to report your service visit on Superfridge website and when all assigned stores are serviced for the scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandiser.com](http://www.questmerchandiser.com) in order to get paid for the job.

**Visit #2 (Follow-up) – the exact service date will be listed on your profile**

1. Check inside drop-in thermometer for correct temperature. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item for pricing.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign and date sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Prompt for a re-order if there is an indication that the product is selling down, or there is a lack of promotional product.

12. Remember to report your service visit to FieldLink when all assigned stores are serviced for the scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandiser.com](http://www.questmerchandiser.com) in order to get paid for the job.

**Visit #3 (Follow-up) – the exact service date will be listed on your profile**

By this time you should have received POS and information for the **upcoming promotion**. **This will be found in the backroom and will be in a bright blue box.** Please open and inspect the contents. If you do not receive this package by at least a week before the beginning of the next scheduled event, call your Territory Manager immediately *or the Superfridge hotline at 800-733-2999*. Be certain to read the informative paragraph included on the *Promotion Instruction Letter*. Bring Promotional Alert/Order Form to store(s) on this visit.

1. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.

3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item for pricing.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?
9. Sign sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Prompt for a re-order if there is an indication that product is selling down, or there is a lack of promotional product.
12. Distribute paperwork (Promotion Alert or Order Form) to store personnel for upcoming promotion.
13. Remember to report your service visit to FieldLink when all assigned stores are serviced for scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandise.com](http://www.questmerchandise.com) in order to get paid for the job.

**Visit #4 (Last visit for this promotion) – the exact service date will be listed on your profile**

1. Check inside drop-in thermometer for correct temperature. If a valid temperature is not reached, do not stock product, notify your Territory Manager from store.
2. Scrape interior and remove all frost/ice.
3. Clean interior and exterior of unit, remember to include grates.
4. Restock unit with featured item (or substitute). Check backroom thoroughly for promotional product. Only after you have searched backroom and find no product should you ask store personnel if you can remove product from shelf to stock unit.
5. Check current POS, reposition or replace if necessary.
6. Scan current featured item.
7. Place price card (use computer generated as store policy designates.)
8. Note number of pieces used to stock unit, and pricing. Did the promotional item appear in the store flyer?

9. Sign sign-in card.
10. Always be certain that area around unit is free of debris from your service visit.
11. Remind store personnel of promotional product for upcoming promotion that will begin on your next visit.
12. Remember to report your service visit to FieldLink when all assigned stores are serviced for scheduled visit day. All reports must be submitted same-day by 10pm. Be sure and keep track of your confirmation code that you get from the Superfridge system because you will also need to enter in our system at [www.questmerchandiser.com](http://www.questmerchandiser.com) in order to get paid for the job.

# Entering Information via the web

Each merchandiser is given a password when assigned a store. The password is always their FIRST INITIAL and LAST NAME – ex. John Smith's password would be jsmith

Go to  
http://www.superfridge.com

Click on Web Reporting

Enter your 10 digit phone # Example 860-632-9340 (you need the dashes for the number to be accepted)

Enter the password. Your Territory Manager will give this to you

Merchandiser Login

Phone #:

Password:

Go

Field Service Company  
(Merchandiser Reporting History)

Back Address: https://network.superfridge.com/IVRDuplicate/Input.aspx

**SUPERFRIDGE**  
In-Store Opportunities

Merchandiser Web Reporting System

Merchandiser HQ

Report Input John Smith

Stores in red are out of service. Visit not expected. E-mail your market coordinator with information on this visit.

- When the visit to the store was complete, was the Superfridge unit operating properly on the sales floor?
- (First visit of slot only) Please enter the number of individual pieces, if any, of the previous promotional product you removed from the unit.
- (Not on first visit of slot) When you arrived at the store, was there any promotional product from section A of your paperwork inside the Superfridge unit?
- When your visit was complete, what was the unit stocked with?
- Enter the number of pieces of promotional product (from Section A of your paperwork) stocked in the unit.
- (Not on first visit of slot) Has the store received a reorder of the promotional product?
- Enter the regular everyday price of the promotional product listed in Section A of your paperwork.
- Enter the current price of the promotional product listed in Section A of your paperwork.
- Did the promotional item appear in the store's own promotional flyer ad?

Click on report visit to enter the store info.

Store	Date	On Floor? (1)	Pieces Removed (2)	Remaining Product? (3)	Filled With? (4)	Number of Pieces (5)	Received Reorder? (6)	Everyday Price (7)	Current Price (8)	In Flyer? (9)	
KROGER DELTA 617	02/11/2009										<a href="#">Report Visit</a>
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- When the visit to the store was complete, was the Superfridge unit operating properly on the sales floor?
- (First visit of slot only) Please enter the number of individual pieces, if any, of the previous promotional product you removed from the unit.
- (Not on first visit of slot) When you arrived at the store, was there any promotional product from section A of your paperwork inside the Superfridge unit?
- When your visit was complete, what was the unit stocked with?
- Enter the number of pieces of promotional product (from Section A of your paperwork) stocked in the unit.
- (Not on first visit of slot) Has the store received a reorder of the promotional product?
- Enter the regular everyday price of the promotional product listed in Section A of your paperwork.
- Enter the current price of the promotional product listed in Section A of your paperwork.
- Did the promotional item appear in the store's own promotional flyer ad?

Enter your report information and click Done. If you have multiple stores repeat this process for the next store by clicking on Report Visit, filling in the information and clicking Done.

Store	Date	On Floor? (1)	Pieces Removed (2)	Remaining Product? (3)	Filled With? (4)	Number of Pieces (5)	Received Reorder? (6)	Everyday Price (7)	Current Price (8)	In Flyer? (9)	
KROGER DELTA 617	02/11/2009	Yes	<input type="text"/>		n/a	<input type="text"/>		<input type="text"/>	<input type="text"/>	Yes	<a href="#">Done</a> <a href="#">Cancel</a>
KROGER DELTA 624	02/11/2009										<a href="#">Report Visit</a>

Once you have entered your reports, click **SUBMIT** at bottom of the screen. A screen will pop up and ask if you are sure that you want to submit, if your report is complete click **SUBMIT** again.

A new screen will pop up with your confirmation number. You should write this number down or print out page for your records. If there is ever a problem with your report, the confirmation # is your proof that the report was accepted by the website and entered on time. If you do have a problem with entering your report or you do not get a confirmation number, email or call your Territory Manager. This call or email must be sent before the report time expires for your visit.