

# Demonstrations & Hostess Gift System Procedure

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## Overview

Demonstrations form an integral role in direct sales. Our hostess gift system is intended to help open the door when it comes to booking AMC demonstrations with both new and old AMC customers.

To use this system, a consultant first needs to be marked as a demonstrating consultant. They then receive a hostess gift from their nearest CSC. The consultant schedules a demonstration on the AMC App. All details about the demonstration are recorded on the app. Once the demonstration is complete, the gift can be handed to the hostess at the demonstration. A new hostess gift will be generated and can be collected by the consultant.

### How to become a demonstrating consultant:

An AMC Consultant is required to have done the following to be marked as a demonstrating consultant:

- Attend in-person demonstration training
- Complete online *New Consultant Training* course
- Have own demonstration kit or access to a loan kit

The Sales Manager is responsible to determine whether the Consultant is trained and equipped to competently demonstrate the features and benefits of cooking in AMC. Once satisfied, the Sales Manager will complete the [Demonstrating Consultant Authorisation Form](#) on behalf of their consultant.

Once this is done and the consultant has completed online training, the consultant will qualify for a hostess gift, to be collected before a demonstration from their nearest CSC. For outlying managers, the gifts for their team will be sent to them directly and they need to share with the qualifying consultants.

### How to book a demonstration:

The Consultant will schedule the demonstration on the AMC App using the Demonstrations function. To initiate this, the Consultant enters the following information:

- Date of demonstration
- Time of demonstration
- Address of demonstration

They then complete the Hostess details:

- Name
- Surname
- Cell number
- ID number
- Email address

Once saved, this will reflect as an incomplete demonstration on the App.

\*If a Demonstration is still incomplete on the App 3 months after the scheduled demonstration date, it will automatically be rejected.

At the demonstration, the Consultant will complete:

- Names of guests
- Cell numbers of guests

Once all the guest information is supplied, the App will immediately show whether the hostess qualifies for the gift. The consultant can then present the hostess with the qualifying gift at the demonstration.

Once the demonstration form has been verified by Support Centre, a replacement gift will be released at the Consultant Support Centre. The Consultant will receive an SMS advising that their new hostess gift can be collected.

Gift Qualifying Rules:

- Guests may only count 2 times in a 12 month period.
- Guests must be over the age of 18.
- A minimum of 4 guests and a hostess need to be present in order to qualify for the gift.
- AMC Consultants as well as Field, Sales and Area Managers cannot qualify as a hostess or as a guest.
- Hostess gifts are subject to change.
- If a Consultant abuses the Demonstration system, the Consultant will be permanently banned from using it.