

Bringing the power of stone to your branch

The ROCKWOOL Demonstration Experience



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Thank you for your interest in the ROCKWOOL Demonstration Experience. From the benefits to your business, to logistics and how to make the most of this event, this information pack covers everything you need to know about the experience before deciding whether hosting an event is right for you.

An experience, from ROCKWOOL

We know the importance of seeing and feeling products before you buy or sell them, that's why we created the ROCKWOOL Demonstration Experience. Designed for your customers, as well as your teams, the Demonstration Experience is a unique way to:

- Get hands-on with our range of stone wool insulation. Touch, see and even hear the difference our bestselling products can make
- Communicate the competitive advantages of using stone wool - including acoustic, fire and thermal performance
- Receive training direct from ROCKWOOL. Training covers topics spanning product selection and efficient installation, to the latest legislation and grants. We'll also top-up your team's knowledge to help them increase basket spend and improve margins
- Drive footfall to your branch - our Demonstration Experience comes with a range of sales and marketing support to help you get customers there on the day

What you can expect

To make the most of the ROCKWOOL Demonstration Experience, each visit comes with a range of support that starts around six weeks before a visit.

Once we've confirmed your branch can accommodate a visit (see overleaf for a checklist of practical considerations), we'll put you in touch with our event host and organiser who will confirm timings and next steps.

They will also tell you more about the package of support available, which includes the following:

Dedicated ROCKWOOL merchant team

Our Demonstration Experience is manned by ROCKWOOL experts to help you and your customers get the most from it. They will:

- Deliver training and lead product demonstrations
- Spend time with your teams to help boost your sales strategy for our stone wool insulation
- Engage with your customers to generate sales opportunities

Comprehensive sales and marketing package

We'll work with you and/or your sales and marketing team to shout about the visit. In the run-up, you'll receive:

- Promotional POS to put up in and around your site
- Materials to use on social media channels
- Email and SMS templates to send to customers

We can also work with you to develop exclusive on-the-day special offers, plus we come armed with a range of freebies for your customers.

What you'll need to do

To get the most value from your ROCKWOOL Demonstration Experience, you'll need to:

- **Tell your customers**
It might sound obvious, but the more customers who visit, the greater impact you'll see on your sales performance. Within our sales and marketing toolkit, you'll find a range of materials to help you drive interest and attendance
- **Arrange staff training**
To get long-term value from our visit, branches must commit to releasing their team for training on the day. We can help you plan ahead using best practice from other experiences we've arranged
- **Do the housekeeping**
Over the page you'll find some practical considerations that must be reviewed and ticked off ahead of time



The next steps

The ROCKWOOL Demonstration Experience is a great opportunity to get hands-on and truly immerse yourself in the power of stone. If you want the Demonstration Experience to visit your branch, below you'll find a checklist of considerations that are essential to a successful visit.

Simply go through the list and if you're confident you can tick all the boxes, contact us using the details shown.

Demonstration truck logistics

- The demonstration truck can fit comfortably through the entrance and exit to your branch (3.3m high x 2.3m wide)
- The demonstration truck can be kept securely at your branch the night before the demonstration day
- The demonstration truck can be positioned in a space that's visible to customers and is free of hazards. This area also needs to be level ground
- The demonstration truck can be positioned in this area from your branch opening time to branch closing time during the visit, without impacting customer parking or public highways

Customer engagement

- You have a good footfall of customers into branch, Tuesday to Thursday
- Using the marketing pack provided, your team will promote the event to customers in advance of the visit
- You have access to GDPR compliant customer contact details to distribute marketing materials

Staff training

- On the day, your branch can be released to allow as many of the team as possible to complete training with ROCKWOOL

If you can meet all of these criteria, what are you waiting for? Book the ROCKWOOL Demonstration Experience now!

If you have any further questions or queries, contact us on merchant@rockwool.co.uk

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