

**i**nfinite FMS was asked to provide in-store sales and training Brand Ambassadors for a global manufacturer of consumer electronics.

The Brand Ambassadors would be dedicated to a single retail group and operate on the shop floor with the aim of influencing additional sales of the client's products.

#### Challenge & Objective

- Integrate themselves within the in-store team
- To raise general consumer awareness of A/V technology on an ongoing basis through demonstrations and 'consultative' selling
- To raise retailer staff awareness of products and technology through regular training sessions and daily engagement with store staff
- To increase sales of the client's products by a minimum of 20% with respect to the individual stores previous sales performance
- Report sales, competitor and store feedback on a weekly basis



Want to know more?  
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**Results**  
Results and feedback from the in-store activity were extremely encouraging and the initiative has now been running for over 12 months with consistently strong performance figures.

Across all stores with Brand Ambassadors the Client saw a 24% increase in Sales exceeding the initial target by 4%, with some stores achieving 37% increases on the period before their deployment.

Additional ROI has been achieved through the positive influence over store sales staff due to the presence and support of the Brand Ambassador's effectively increasing the number of shop floor brand ambassadors for the client without additional cost.



**EXCELLENCE  
IN EXECUTION**

**SALES AND  
TRAINING**

infinite FMS is a leading and award winning field marketing agency specialising in the technology, comms and consumer electronics sector.

It employs and trains full time dedicated teams for specific clients' needs and also has access to over 2000 tactical staff which have proven merchandising and demonstration experience; both of which adds real value to a company's brand and market presence.