



# Training Checklist

Vetrina Group

To drive sales and convert customers, your team needs to understand the who, what, where and the how of your brand! Set up communication (ahead of time) that you can share with your help.



## ONE WEEK BEFORE THE SHOW



### Email your brand story

- Who you are
- Why you started the brand
- What you hope every customer understands about your products
- How customers shop your brand

## DAY BEFORE THE SHOW



### Email the Basics

- Price point
- Shipping
- Promotions and Discounts
- Sales Goals and KPI Targets
- Scheduling details

## THE DAY OF THE SHOW



### Share the Logistics

- Review the basics
- Where to find everything
- POS walk through
- When they need help, how to communicate it