**Mad Dog Program Training Outline**

* **Select Mad Dog(s)**
* Defined as: a team member designated or hired specifically to plan and execute local store marketing (LSM)
* Must be: organized, reliable, outgoing, knowledgeable about Toppers products and promotions, able to recognize marketing opportunities and act accordingly
* 1-5 stores
* 5-10 hours/ week per store
* **Define objectives and set goals based on trade area, sales, staffing, and current execution of LSM (Establish a starting point with your Mad Dog)**
* What type of store?
* Campus vs. Residential
* What type of market?
* Familiar (Wisconsin/ Minnesota) vs. Unfamiliar (Virginia/ Wyoming)
* Focus on building brand awareness and lots of product sampling in newer territories
* What LSM efforts, if any, are currently being executed?
* New customer/ late cards, business of the week (BOW), door hanging, hotel visits, pizza demos, etc.
* Which programs are being executed “well” or regularly?
* Extra training on those not being executed “well” or regularly
* Which programs would you like to start executing?
* Will access Toppers OS to go over all possible marketing programs
* What kind of additional marketing opportunities exist in your delivery/ trade area?
* Are there some larger businesses/ neighborhoods from which you don’t see regular orders?
* Are there festivals and events in your area?
* Any schools/ organizations to partner with for Dough-Nation Night fundraisers?
* Sales goals?
* Increase sales by \_\_% in \_\_ weeks
* Set record week
* Staffing goals?
* Need to have adequate staff to handle extra sales coming in from LSM
* **Marketing Resource Center (MRC) training- marketing essentials**
  + <https://b2b.suttle-straus.com/C/toppers/customer/account/login/>
  + How to access it- acquire log in
  + Foundational vs. Supporting
* **Make great plan that reflect your goals**
  + Use Period Plan to identify days of opportunity to local store market
* National Toppers promotions (4/20, Customer Appreciation, etc.)
* Mailing schedule
* Local events
* Seasonal LSM opportunities
* Weekly basic LSM tasks
* LSM checklist to be filled out by Mad Dog when tasks are completed and handed into GM (or program runner) weekly for review
* Create and activate Business of the Week/Neighborhood of the Week, Hotel program buttons in POS to track redemptions
* Connect with IT to create other promotional codes as needed
* Communicate promotions to entire store team so everyone is on the same page each week
* **Field Training**
  + One or two days- Trainer leads first then Mad Dog leads with trainer feedback
  + Visit each type of business to practice elevator speech and recognize how to alter pitch based on business type/ opportunities
    - Schools, large and small businesses, apartments, hotels, retail
    - Always ask for business cards/ contact information of decision makers
  + Follow up with contacts within 24 hours to recap what was discussed and provide them with relevant program materials via email
    - E-mail templates
    - Appropriate time for second follow up
* **Accountability** 
  + Weekly briefing with Mad Dog- regular communication
  + Review completed LSM checklist weekly
* Everything completed? If not, why?
* How many BOW (etc.) redemptions?
* Adjust goals and targets accordingly
* Involve supervisors, FBLs, HQ marketing
* Possible bonus plan based on achievements
* Share LSM wins/ questions with other companies via The Word/ email/ Slack