

## Alex White : *Demonstrator*

Hi, my name is Alex White . I was looking for a job with a lot of flexibility that would enable me to earn some money as well as develop my own business. I run a Latin dancing school and take classes mainly during the evening, so demonstration work suits me because it can be done on a casual basis during the day.

I've been working as a demonstrator for two years now. I like it because I get to meet a lot of different people, and it's great when people come back and give me positive feedback about the products they bought after seeing me promote them.

At the beginning of each promotion I'm given a brief about the product - its description and selling points and the idea is to get as many people to try the product as I can, because then they are more likely to purchase it.

You can't be shy or feel embarrassed about talking to strangers doing this job because you need to be able to ask people you don't know, whether they're interested in trying a particular product.

Ninety percent of the time I work in different supermarkets demonstrating a range of brands from various companies. Mostly I demonstrate food products, but I also do things like detergents and disposable nappies.

Some products, like chocolate, are a lot easier to sell than others. I think it's important to try the products yourself in order to be able to promote them effectively.

It can be hard promoting something you don't personally like, but when a company has employed you to promote their product you need to remain loyal to them by being positive about it.

The good thing about this job is that you get to see the results of your efforts straight away. Product sales are recorded at the checkout on the day of the demonstration, so we can see the impact our promotion has had on sales.

So far my best promotions have been for a vitamin supplement and a selection of cheeses.