

Big Red Sales chefs cook up a storm – for increased sales

We all know it pays to demonstrate. And that is particularly true when it comes to SDAs.

But now you can forget Masterchef and The Great British Bake Off! It's the Keith and Steve Show courtesy of Big Red Sales.

The nationwide sales agency - whose brands include Morphy Richards - has been running a series of highly successful in-store demos, with retailer customers enjoying increased sales as a result.

When staging these demos the Big Red Sales team concentrate mainly on food preparation and cooking – and that includes blenders, mixers, spiralizers, slow cookers, soup makers, multicookers and bread makers.

A man with a lot of demos under his apron is Big Red Sales regional manager for Morphy Richards, Keith Woods (pictured left, with Big Red Sales national account manager Steve Cox, right) who says: "A demonstration always helps create 'theatre' in store and is great for catching peoples' attention. Plus, the delicious aromas wafting from the soup and bread makers soon draw consumers into the store to find out what's going on."

The demos are held by the sales agency free of charge, with the relevant Big Red Sales agent organising and supervising the demo, as well as making regular visits to check stock and recommend the latest products to refresh a retailer's range.

Steve adds: "We always find the soup maker to be the most popular product to demo. The lovely aromas of warm tasty soup will soon have the customers flocking in on a cold day. And of course they love tasting it too."

