

FY26 Brand Advocacy Guidelines & SOP.

Approved Activities: Description of Brand Advocacy Services.

Activities are set up as a project or a continuity program. Approved activities that can be performed by each Third-Party Labor provider are available [here](#).

Brand Advocacy is inclusive of Assisted Sales, Training, and Demonstration activities.

Assisted Sales: Selling to a customer representing a vendor or multiple vendors in a sales category, technology, or solution:

- Utilize LILO to log in and log out of each visit: <https://workforce.bestbuy.com/vendor-workforce/portal/home>
- Provider Associates primary focus is on assisting customers.
 - When not assisting customers, Provider Associates should remain productive through training Best Buy employees on the product/service they represent, and ensuring product is merchandised to Best Buy standards.
- Light Merchandising consists of downstocking, clean and bright, pricing, and basic display maintenance.
- Best Buy expects Provider Associates to understand the entire category they are conducting assisted sales in to be able to assist all customers.
- Customers shopping for competing vendors should be transferred over to a Best Buy employee.
- All Provider Associates must understand Best Buy's initiatives which include Protection plans, Geek Squad Services, My Best Buy Credit Card, Progressive Leasing, Loyalty programs, In-Home Consultations, My Best Buy Membership, and networking solutions.
- Assisted Sales programs are not allowed in areas where vendor dedicated spaces exist (i.e., Windows Store, Home Theater Experiences, Smart Home Experience Tables).
- Assisted Sales programs are not allowed to access Best Buy POS systems.

Training: Engaging with Best Buy employees on the sales floor during business hours:

- Utilize LILO to log in and log out of each visit: <https://workforce.bestbuy.com/vendor-workforce/portal/home>
- Provider Associates primarily focus on raising awareness of vendor products and technologies.
 - When there are no Best Buy employees available, Provider Associates should remain productive by doing light merchandising and giving general assistance to customers when needed.
- Light Merchandising consists of downstocking, clean and bright, pricing, and basic display maintenance.
- Training content must be approved by the Best Buy Category Sales Enablement team and always be interactive, concise, and relevant to Best Buy employees.
- Training of employees during store hours cannot interfere with the customer experience. If no employees are available, general customer assistance or light merchandising may be conducted.
- Leave behind training documents must be approved in writing by the Best Buy Category Sales Enablement team prior to program start and must not be left or displayed within customer view.
- Team trainings must be coordinated and aligned with store leadership in advance.

Second and Third-Party Provided Labor Guidelines & SOP.

Demonstration: Focused on brand awareness of a specific product or technology by demonstrating its capabilities to customers and employees:

- Utilize LILO to log in and log out of each visit: <https://workforce.bestbuy.com/vendor-workforce/portal/home>
- Vendor will not utilize a table for their demonstration unless approved for food demonstrations. All demo experiences will be connected to existing displays/departments within the store.
- Vendor will supply their own demo units or partners ahead of time with Corporate Teams and store leadership. Best Buy will not be responsible for storing any demonstration units and supporting materials.
- Provider Associates will stay near a specific area to encourage customers to learn about new technology through a hands-on experience.
- Demonstrations should take place at the front of store or in-department, whichever is a better customer experience, as determined by store leadership, to capture customer traffic with approved alignment with store leadership. If power is needed, partner with store leadership in determining in-store demo location. Power cords must be taped down or covered by mats to ensure there are no trip hazard for customers or employees.
- Vendor must supply their own three prong cords (rated to supply the required amperage of the powered items) that are in good working condition. Good working condition is defined as being free of cracks, frays, and no repairs exist (e.g., electrical tape applied to cover worn insulation).
 - Power strips must be of an industrial grade (heavy duty and not a standard consumer grade).
- Provider Associates will need to partner with the store for trash disposal, but vendor must provide:
 - Leak proof garbage containers made of appropriate material, such as rubber, if any liquids will be present
 - Heavy duty bags that will not tear for any non-liquid materials
 - Separate garbage for customers if handing out cups, napkins, samples, etc.
- If Provider Associates leaves area for any reason, area must be attended by another person or equipment must be removed/powered down so as not to impose a danger to customers.
- Provider Associates will train employees and ensure product is merchandised properly during any applicable downtime.
 - Light Merchandising consists of downstocking, clean and bright, pricing, and basic display maintenance.
- All Provider Associates must understand Best Buy's initiatives which include Protection plans, Geek Squad Services, My Best Buy Credit Card, Loyalty programs, My Best Buy Membership, and networking solutions.
- Keep area clean and safe.
 - Be aware and remedy trip hazards for customers and employees.
 - Monitor your area for any slip hazards.
 - Keep workspace organized and free of obstructions.
 - Ensure the demo does not block any emergency exits.
- All demonstration materials and food supplies must be carried into the store and left with Provider Associate at the end of each shift.
- Food and beverage demonstrations are ones where food is made/processed/prepared as part of the demonstration.
 - Vendor is responsible for compliance with all applicable laws, regulations, ordinances, and rules, including but not limited to, those applicable to food storage, preparation, safe handling, and sanitation.
 - Prior to drawing water from the tap of the break room faucet or filtered faucet, if stores have a drinking fountain with that feature available, validate with city or appropriate applicable government entity responsible for water quality and safety for that Best Buy location. There should be no warnings, bulletins, or restrictions regarding the safety of that water.
 - Check in with local Best Buy store leadership to confirm the quality of the water for serving. Best Buy Leadership can, at their sole discretion, require the vendor to use bottled water.
 - Provider Associate must legibly post the following in a clear upright holder on the serving table:
 - Ingredients of food

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- The statement “Do not consume this food item if you may be allergic or intolerant to any of these ingredients”.
 - The statement “Children may only be served this food item by parent/guardian with their consent”.
 - Notice of any hot surfaces
- Ingredients, ice, water, etc. must be provided by vendor or vendor’s Provider Associates unless coordinated with the store and within the scope of the program agreement.
- Food should not contain common allergy items (e.g., nuts). If a common allergen has been aligned to be part of the demonstration between the vendor and Category Sales Enablement, appropriate clear signage must call out the items.
- Items such as raw meat and eggs may be used in the demonstration (e.g., mixing dough or demonstrating meat grinder) but not served to customers.
- Provider Associate must be SERV Safe certified and have their license on hand for demonstration visits.
- Provider Associates must check the temperature of the food or beverage is safe to be served.
- Food should be served to adults to make the choice to serve to their children.
- All reasonable attempts must be made to keep hot, sharp or any potentially damage-producing items away from customers.
- Product being demonstrated must be cleaned and sanitized per industry standards prior to food preparation.
 - Proper sanitation supplies must be provided and used during cleaning by Provider Associates as stores do not have commercial cleaning areas.
- Hot beverages must have a lid on the container prior to handing to the customer unless agreed upon by the vendor and Category Sales Enablement.
- Provider Associates are responsible for cleanup of spills in partnership with the store.
- Stores do not have commercial cleaning areas and demonstration items should not be cleaned after use in the store, but rather removed and cleaned off premises.
 - In the event liquid or food is spilled during setup/tear down, during the demonstration, in-transit to or from the demonstration area, Provider Associates will partner with store associates for cleanup. If the spill is on a surface that is non-carpeted, the Provider Associates will stay near the spill to keep customers or employees away. Partner with store to place a yellow hazard sign or cone near the impacted area.