

## Sales and Related Positions

### Demonstrators and Product Promoters

***Demonstrators and Product Promoters*** create public interest in buying products such as cosmetics, food, and housewares. The information demonstrators and product promoters provide helps consumers make choices among the wide variety of products and services they can buy. The products being demonstrated or promoted can be either sophisticated or simple products ranging from computer software to mops.

Demonstrators and product promoters encourage people and stores to buy a product by demonstrating it to prospective customers and answering their questions. They may sell the demonstrated merchandise or gather names of prospective buyers to contact later or pass on to sales staff.

Demonstrators promote sales of a product to consumers, while product promoters encourage sales to retail stores and help them market products effectively.

Demonstrations and product promotions are conducted in retail and grocery stores, shopping malls, trade shows, and outdoor fairs. Locations are selected on the basis of the nature of the product and the type of audience. Demonstrations at large events may require teams of demonstrators to handle large crowds efficiently. Some demonstrators promote products on videotape or on television programs, such as “infomercials” or home shopping programs.

Demonstrators must be familiar with the product to be able to relate detailed information to customers and to answer any questions that arise before, during, or after a demonstration. In order to do so, they may research the product presented, the products of competitors, and the interests and concerns of the target audience before conducting a demonstration. Demonstrations of complex products often need practice.

Some demonstrators and product promoters work part time and have variable work schedules. Many positions may last 6 months or less. Demonstrators and product promoters may work long hours while standing or walking, with little opportunity to rest. Some of them travel frequently, and night and weekend work often is required. The atmosphere of a crowded trade show or State fair frequently is hectic, and demonstrators and product promoters may feel pressure to influence the greatest number of consumers possible in a very limited amount of time. However, many enjoy the opportunity to interact with a variety of people.

## **Education/Training**

### *How to Obtain:*

Positions as demonstrators/product promoters generally do not require formal post-secondary education. In most cases, demonstrators/product promoters will receive on the job training from their employer, and the length of this training will vary depending on the products.