

Recommended Script Triibe

“Good evening sir / madam I have something quite amazing for you to try. It is magic in a bottle!”

I don't know what the hook should be here but it really depends on your customer and your approach. Try to avoid closed questions such as “would you like to try a sample” Don't make it easy for them to say no.

Before you explain what they are about to sample ask the customer to smell the open bottle.

“Tell me what you smell Sir / Madam?”

Let them describe what the flavours they smell. Now every customer will be expecting a chocolate coloured cream liqueur.

“And now are you ready for the magic?”

Pour Triibe and wait for the wow. Let them taste it.

“So what do you think? Incredible isn't it!”

99% of people say amazing, different, interesting or just wow but it useful to let them praise the product first and smile a knowing smile and nod at them in agreement. There is no need to oversell it. Let them tell you the flavours they experience. It is subjective after all. We need to make the customer feel that we have heard the praise a million times already. Basically why wouldn't you buy a bottle...

Now talk more about the products and benefits if they want more information:

“Triibe represents a revolution in the drinks industry. **We have managed to make a cream liqueur completely clear and dairy free!** Not only does it look, taste and smell better than your typical cream liqueur but the fact it is clear means you can simply enjoy it over ice or you can mix with many mixers, such as San Pellegrino Orange, Ice Coffee or ginger beer to create a refreshing alternative. It is so versatile and it won't curdle like other cream liqueurs! **As it is dairy free it has no shelf life either so it will last forever in or out the fridge**”

If asked what it is:

“It is similar to Baileys but without the cream”

If pressed further about what it is in it:

“It is an Irish Malt Whisky based liqueur, charcoal filtered and softened with honey”. Maybe add “with hints of chocolate, vanilla and caramel”

If pushed further:

“the recipe is top secret! It took them years to develop so they don't want Baileys to copy. As I said it is a magic in a glass!”

If they don't like it then act friendly but genuinely surprised. Perhaps add:

“wow you are the first person that has said that to me” “what is it you don't like?” “please try some with some San Pelligrino”

Don't waste too much time on somebody that doesn't like it though. It is not for everybody.

If they enjoyed the sample and you have got their feedback perhaps add:

“The next great thing about the product is the price! It costs less than \$22! So how many bottles do you want (cheeky wink)?”

Other questions:

“How long has it been around?” It was launched in Europe to great success 6 years ago. It came to the US in 2013 and we are already selling it quicker than we can get it across the pond!

Rather than list out lots of potential questions please keep a record of any recurring questions on your recaps and we will update you. An acceptable answer to an unknown question would be:

“interesting question – let me take your contact details and I will ask the brand owners”

Key Selling Points:

- Versatile – can be enjoyed with a variety of soft drinks or just simply sipped over ice. Unlike all other cream liqueurs
- Clear – looks great and does not curdle when mixed. Unlike all other cream liqueurs.
- Higher proof than Baileys for the same price (must check Baileys pricing first)
- No shelf life like other cream liquors. It does not have to be kept in the fridge
- Tastes better than other cream liquors!