

How Ancient Nutrition achieved a 22% boost in demo-driven sales in 6 months



ANCIENT
NUTRITION



22%

increase in demo-attributed
sales in 6 months



4,494

total units sold
during demos in 6 months



5

brand training sessions
hosted by ThirdChannel

Challenge

Ancient Nutrition had a dilemma on its hands – how do we supplement our current demo team without upsetting existing team members or adding extra responsibility and stress on our management team?

Oftentimes when adding outsourced help, existing team members can feel alienated and replaced, and that's the last thing Ancient Nutrition wanted their team members to experience. However, if they wanted to improve their retail performance, they needed to optimize their in-store demo experience and add more people – there was no way around it.

But they couldn't hire just anybody. Given the nature of AN's products and their partnership with specialty boutiques and independent retailers nationwide, their success relied on high-touch, personalized interactions and expert product knowledge.

Action Plan

Together, ThirdChannel and Ancient Nutrition crafted a retail program centered on:

Brand Training Session

Schedule concise training to align all Brand Reps with Ancient Nutrition's goals, ensuring they understand and can effectively communicate the brand's mission and product benefits.

Consumer Engagement

Actively engage with consumers to build trust, educate on product features, and boost sales through knowledgeable interactions.

Strategic Demos

Strategically place product demos in high-traffic areas to increase visibility and showcase key product benefits.

Associate Engagement

Equip third-party store associates with targeted training to strengthen brand representation and support the sales goals of Ancient Nutrition.

Real-Time Data

Provide timely inventory data and out-of-stock alerts to improve product availability and optimize retail execution.

Results

Ancient Nutrition partnered with ThirdChannel to drive stronger sales through targeted in-store demos and robust training sessions. These sessions provided an opportunity for the Ancient Nutrition team to familiarize store associates with new products and equip them with effective demo techniques, ensuring impactful customer engagements and improved product understanding. With a structured approach to training and demos, Ancient Nutrition quickly saw positive results.

Other notable achievements:

- In the first month, 71 demos resulted in 670 units sold, with an average of 8.07 units per demo.
- Over the first six months, the team averaged 72 demos monthly, selling 749 units, which increased the average to 10.3 units per demo.
- Inspired by the success, Ancient Nutrition expanded the program to 16 additional locations across various markets.
- To support ongoing growth, ThirdChannel facilitated additional training sessions for continuous learning.

