



BSIC Training Program: Length 12 min.

Promotion Assistant

V.O.: There are 4,000 promotion assistants in Cambodia and half a million around the world. Our job is to promote our companies and brands. We are COMPANY & BRAND AMBASSADORS.

V.O.: We work for companies who are members of the Beer Selling Industry in Cambodia

BSIC

V.O.: When you wear this logo it means that your company and you have agreed to SEVEN RULES:

Visual 1: Dummy contract and a lady's hand signing it

V.O.: ONE, you have a contract with your company.

The contract is based on the Cambodian Labour Law. You must keep a copy of the contract.

Visual 2: Supervisor coming to an outlet to check on the BP (greet each other and Supervisor take quick note in his note book)

V.O.: TWO, you have a Supervisor and you must know his mobile telephone number, so that you can always get in contact. Your Supervisor must ensure that your team performs its duties and that you have good working conditions.

Visual 3: PAs in uniforms

V.O.: THREE, you must ALWAYS wear a uniform when you are at work. The uniform must be decent and comfortable.

Visual 4: PAs leaving outlets and getting into vans.

V.O.: FOUR, you can take company transport. The driver must drive you to your house or as close as possible. The company drivers are hired to make sure you can get home safely.

If you are not happy with the driving or the behaviour of the company driver you should immediately complain to your Supervisor or the Human Resource Dept.

Visual 5: A girl just about to empty a glass of beer with group of guest then a big red cross covering the scene

V.O.: FIVE, you are not allowed to drink beer and alcohol on the job.

Visual 6: A girl guarding off a customer trying to fondle her body.

V.O.: SIX, harassment is a violation of your human rights and we will not tolerate it. It is your right to work to provide for your family – it is your right to have self-respect and to be respected.

Visual 7: Girl complaining to Supervisor who takes notes

V.O.: SEVEN, If you experience any grievances you should immediately complain to your supervisor and the company will do whatever it can to help you. If you do not complain nobody can help you. But if you complain we will help you file a complaint, talk to the outlet owner, move you to another outlet or help you in another way depending on your problem.

Summary: Visual: The original visual of the BSIC PAs

Text over visual & V.O.: "Because our company is a member of the BSIC, WE..."

- 1- HAVE A CONTRACT
- 2- HAVE A SUPERVISOR AND A TEAM
- 3- WEAR A UNIFORM
- 4- TAKE COMPANY TRANSPORT
- 5- DO NOT DRINK BEER OR ALCOHOL AT WORK
- 6- DO NOT TOLERATE HARASSMENT
- 7- COMPLAIN IF WE HAVE GRIEVANCES AND EXPECT OUR COMPANY TO TAKE ACTION".

Role play 1: What you can do to avoid harassment

- Visual: Role play of correct approach and behaviour
- Do not encourage the customer to misbehave:
 - Speak politely
 - Do not raise your voice
 - Keep a professional distance
 - Do not sit with a customer
 - Do not drink with a customer
 - Do not talk about personal matters
 - Never touch a customer

Roles play 2: No drinking on the job

- Visual: Role play on how to avoid drinking with the customer
- If a customer offers you to sit and drink with him
 - Answer politely
 - Keep a professional distance to the customer and table
 - "No thank you my company does not allow me to drink"
 - "No thank you I do not drink alcohol (you may accept a soft drink but do not sit down)"
 - "No thank you, I cannot attend to other customers if I sit down with you"
 - Never touch a customer
 - Your job is to promote our company and beer brands tell the customers about our products and pour the beer nicely into a glass. Beer promoters do not serve food, wash dishes or entertain. Beer promoters are brand ambassadors who promote famous brands. That's it!