

Text in GREEN font = Script to be followed

## 1 On arrival at the maternity ward reception

Regardless of your length of service, you must ALWAYS;

Check-in at reception & introduce yourself

Explain that you are on the ward to hand out Bounty sample packs and offer newborn photography

**Ask if there are any new mums that you shouldn't call on to give out a 'Your Choice' cards.**

## 2 Leaving 'Your Choice' Cards on bedside tables

*"Hi - Congratulations on your new arrival! I'm from Bounty - we offer a free sample pack and the option to have a free portrait session"*

*"This card explains more about our service, and if you would like me to pop back, just display this side of the card by your bedside"*

Leave a Your Choice card, showing the "Yes, please visit me" option.

## 3 Returning to families that clearly display "Yes, please visit me"

*"Hello again. My name is XXX, I see you'd like to receive our Newborn pack with free samples and information"*

Give Mum pack(s) containing Child Benefit form, and note Pack Qty & NBE Week Number on laptop software

*"For audit purposes, can I just ask you to scan our QR code to confirm you have received the pack?"*

Show the laminated QR code (which is unique to your hospital)

If scanning the QR code is **not possible (or refused)**;

Direct mum to the web app (using the url on your laminated QR card), to confirm pack receipt

*"Great - thank you for that"*

Once complete, parent's screen should show the Thank You page and Bounty Portrait prompt.

**Note:** If pack confirmation by QR code or web app is not possible (or refused);

*"That's OK - I can still give you a pack"*

On your laptop, record the relevant reason that mum did not confirm pack receipt

## 4 Offering a Newborn Portrait session

**! IMPORTANT:** If a parent is under 16, Data Protection laws require details of another adult over 18.

*"Would you also like me to do a free photoshoot for you?"*

*"There is no obligation to make a purchase, and you can claim a free portrait gift"*

If a free photoshoot is accepted:

Follow the **T.A.P.** process;

**Tap** *"That's great. To proceed, please tap **'Continue to Bounty Portrait'** on your phone"*

**Add** *"**Add your details** to create a secure Bounty Portrait account"*

**Purpose** *"This is used for communications about your photos, and for you to view them"*

*"OK, before I start, can I just scan your QR code. This enables me to link your images to your new account"*

Click on the **'Scan QR code'** button, and then scan the parent's QR code. This captures their details on your laptop

**Note:** If a QR code is not available, you must manually record the parent's details on you laptop, double-checking them before commencing.

(Follow the on-screen prompts to confirm **(A)** parent is over 16, and **(B)** that their details are used to create a secure portrait account, and for communications about their photos)

## 5 Taking Photos

**! IMPORTANT:** You must always ask permission to position a baby before you move them for photos

Take a panel of 10 varied images - in accordance with your image blueprint training

Remember to include ones with siblings, parents, and any cute props (such as teddies) supplied by the parents.

*"Are you happy with these images or are there any you would like me to re-take?"*

## 6 Presenting Products

*"I'll just go through our range of products with you now"*

Explain that **Digital Images** are our most popular product, and come with the copyright for parents to use however they wish

Or, if they prefer physical prints, that our **Sharing Collection** offers great value for money

**! IMPORTANT:** Of course, the decision over if and when to purchase, sits with the parents. **No-one should feel pressured when making purchasing choices**

## 9 Finalising

*"I've written your **Personal Security Number** on the top of this leaflet. You will need it to go online and view your images"*

*"If you use the **Bounty Pregnancy App**, you can access them via this too, and it will display a photo from today's portrait session"*

*"Thank you for seeing me today, and congratulations again on your lovely new addition!"*

## 7 Ordering at bedside

Enter product choices

*"Can I just confirm your contact and address details?"*

Mobile numbers are only used to send a message when their portraits are ready to view (or in the rare event that there is an issue with their order)

**Note:** If the parent wishes to have the order delivered to an **alternate address**, please add this to the **Notes Section**

After completing/confirming the address and contact details;

Complete the '**Payment Details**' section (which includes the option to pay later)

Using the '**Customer Order Summary**' confirm with the parent that all the order details are correct

**Note:** Order changes can be made by returning to the **Order** screen

Enter the **PSN number** on the product guide, and complete the details of the order on the **Receipt summary** at the back

## 8 No order at bedside

*"You can still claim your free gift and place an order when you get home"*

*"May I still take your mobile number so that we can message you when your portraits are ready to view?"*

Enter the **PSN number** on the product guide