

WELCOME TO THE LOCAL BRAND OPERATIONS (LBO) SPECIALIST KICKOFF & TRAINING

MARCH 2026

Goals for Today

Part I: Classroom Workshop

Review the overall program and tools including the following:

- Share **pilot program – what, why, and how am I involved?**
- Define what a **Local Brand Operations (LBO) Specialist** does
- Provide the **tools to be successful**
- Answer any **questions and gather feedback!**

Part II: Interactive Practice

Role play and practice dialogue with guests in the following types of scenarios:

- Canvassing
- Cold calls
- Chip drops
- Capturing catering leads

LOCAL BRAND OPERATIONS (LBO) SPECIALIST

Role Overview

Pilot Program Phase II – WHAT & WHY?



What?

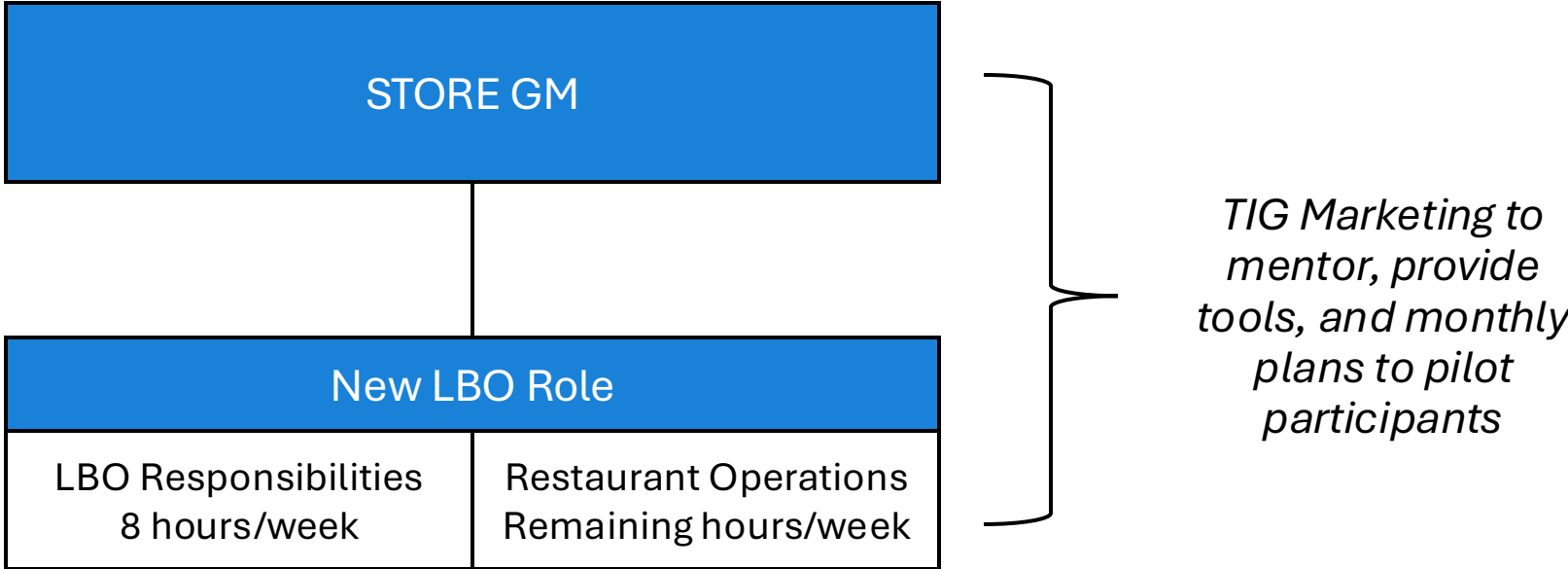
This is the second phase of a pilot program in select Qdoba locations. This is a NEW function with new responsibilities. The LBO will build the Qdoba brand at the local level. This person will be the face of the brand in the community as a dedicated resource to their store location.

Why?

Local, grassroots marketing is an important part of building community and driving sales. We recognize that this takes time and resources which is why we are creating this new role that will be empowered to connect locally inside & outside the 4 walls!

Pilot Program Phase II – HOW am I involved?

LBOs will spend a portion of their time each week focused on LBO activities with support from their GM and everyone here. We will work as **ONE TEAM** to ensure success!



What will I be doing as a LBO?

- 1 Local Store Marketing (LSM)**
Be the community captain; generate brand awareness within the immediate radius of the restaurant through grassroots, community marketing.
- 2 Catering Lead Generation**
Promote catering services to local businesses and organizations while in the community. Pass catering sales leads to catering sales lead (CSL) for their district for customer follow-ups.

LOCAL STORE MARKETING & LEADS

Responsibilities

Local Store Marketing: Building Community

You are the community captain for your restaurant!

- By engaging in your community, your restaurant can foster **deeper connections**, create a loyal guest base, and enhance QDOBA's brand awareness.
- Community involvement not only attracts new guests but also reinforces the loyalty of existing ones, as people tend to support businesses that contribute positively to their local area. Ultimately, allowing QDOBA to stand out in a competitive market and **building sales!**

What will I do to build community at my location?

You will spend ~ 4 hours per week in the following types of activities:

- Research businesses, organizations, and individuals within the immediate vicinity of the restaurant to engage with to build awareness and visibility of the restaurant
- Proactively visit and communicate with target list to increase awareness
- Build relationships within the community
- Attend chamber of commerce and other networking events and meetings
- Identify and manage local partnership opportunities
- Assist in event marketing activities to increase brand visibility
- Ensure adherence to brand guidelines at the restaurant level
- Collaborate with the marketing team to execute local programs including loyalty signups & reviews

 **Note:** *Guidance will be provided on what areas we will focus on each month*

How do I find businesses & get connected?

Chamber of Commerce: As a central hub for business activity and networking within the community, the Chamber of Commerce maintains a comprehensive calendar of local events, exclusive events, and collaborations with other local businesses, boosting your restaurant's visibility and reputation.

Search Engines: Search for local events, businesses, and organizations. Set up Google Alerts to notify you about new events and relevant news in your trade area is also recommended.

Within Your 4 Walls: Tap into your employees and guests, especially ones who live in the area, to identify upcoming local happenings, traditions, and popular events that may not be widely advertised, or that they themselves are a part of. This helps foster your relationships with your employees and guests, so ask them questions and get to know them!

Community Network: You may also tap into your existing local community network - especially your past caterings, VIP events, fundraisers, or grand opening events. Some of your potential contacts may include:

- Town committee, city council members, police/military, parks & rec
- PTA, teacher's associations, school staff, athletic departments, booster clubs
- Youth sports, business associations, parenting organizations
- Non-profit groups, religious organizations
- Business owners, event planners, vendors

How do I find businesses & get connected?

Searching Chamber Website

The screenshot shows the website interface for the Camden County Regional Chamber of Commerce. At the top, the logo reads "CAMDEN COUNTY REGIONAL Chamber of Commerce". Navigation links include "ABOUT", "EVENTS", "SPONSORSHIPS", and "MEMBERS". A search bar is present with a "SEARCH" button. Below the search bar, there are filters for "LISTING TYPE" (People (0) and Organizations (176)) and "BUSINESS TYPE". A dropdown menu is open, showing options: "Join Now", "Business Resources", "Member Discount Programs", "Regional Business Directory" (highlighted in red), and "Get Involved!". At the bottom, there are links for "Alphabetical Search", "Categorical Search", and "New Members".

Searching Google Maps

The screenshot shows a Google Map of the Cherry Hill area. A search bar at the top says "Search this area". Several business locations are marked with red pins: "Clara Barton Elementary School", "YALE School NJ Ellisburg Campus", "Nova Dermatology", and "Kanal Educa". A blue location pin is placed on "Kings Hwy S, Cherry Hill..." with the text "QDOBA Mexican Eats, 1630 Kings Hwy S, Cherry Hill...". Other landmarks include "Cherry Hill Public Library", "The Big Event", and "Dream Tips Nails & Spa". The map shows streets like Cooper Landing Rd, New York Ave, and Kings Hwy N.

What do I talk about when I am in the community?



Build Awareness:

- You might be surprised how many people may not know where the location is or what Qdoba is all about. This is your chance to let them know!
- Maybe they know about Qdoba but don't know that we have opportunities for future partnerships, catering, and fundraisers.



Brand Education:

- Help the community get to know who we are and what we bring to the table.
- Bring QDOBA branded merchandise with you when visiting local businesses and schools.
- Offer surprise food drops (like chips and queso) to nearby businesses — they go a long way in building good will and early trial.

What to Talk with Them About? Fundraisers

The QDOBA Fundraiser program is a great way to connect with the local community. It's simple, you partner with a 501 c3 non-profit organization, that the IRS has approved as a tax-exempt charitable organization, to hold an event during a four-hour time frame at your restaurant. Then you donate 25% of sales (in-store, online, and catering sales) during that time frame to the partnering non-profit.

PROS OF QDOBA'S FUNDRAISING PROGRAM: Increases brand awareness | Increases incremental guest count | Drives traffic on slow days | Builds lasting community relationships | Uses an all digital platform that automates marketing emails to your partners, takes care of complicated tax documents, and even connects directly to your POS to track sales from each event.

COST BREAKDOWN: Donation To Non-Profit: 25% Fundraising Sales During Each Event (paid within 30 days of event)

What to Talk with Them About? Rewards

Not a member yet?

POS Team Member: Are you a QDOBA Rewards member?

Guest: No.

POS Team Member: You can earn points towards free food, and you get free chips and queso when you sign up. (COMPLETE TRANSACTION AND HAND THEM THE RECEIPT, DIRECTING THEM TO THE BOTTOM)

POS Team Member: Just so you know, you can still earn points on today's order. (CIRCLE OR POINT TO CODE ON THE RECEIPT) Use the code at the bottom of your receipt to claim your points after you've signed up.

Existing member?

POS Team Member: Are you a QDOBA Rewards member?

Guest: Yes.

POS Team Member: Great! Open the app and scan your QR code when you're ready or provide your phone number and we can look you up. (GUEST SCANS/PROVIDES PHONE NUMBER)

POS Team Member: Looks like you're a QDOBA Rewards Member with # visits. Once you hit 12 visits this year, you'll become a Gold Member. I also see that you have XYZ reward available – would you like to redeem it today?

Guest: Yes

POS Team Member: Great, I've gone ahead and redeemed your XYZ reward. Thanks for being one of our most loyal customers.

What to Talk with Them About? Catering

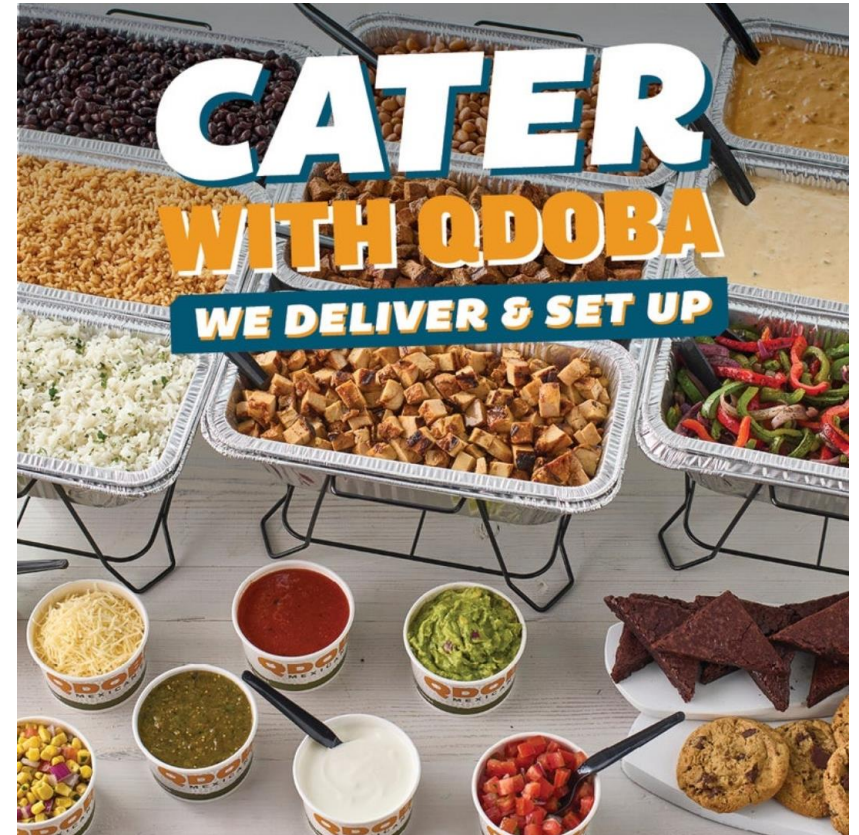
Cinco de Mayo and Graduation season are just around the corner. These are some of our biggest catering opportunities followed by the holiday.

Group gatherings are the ideal time to enhance our marketing efforts to showcase QDOBA's Catering as the go-to option for flavorful food that can be delivered and set-up. Hot bars are the perfect option for meeting the needs and individual preferences of everyone in a large group.



Lead Generation Responsibilities


- Promote catering services to local businesses and organizations while in the community
- Pass catering sales leads (CSLs) to catering sales lead for their district for customer follow-ups
- Finds leads within the 4 walls to send to CSL
- Communicate with the CSL on any specific local tactics and/or needs for market area



LAUNCH PLAN

Getting Started

Key Dates

Task	Timing	Participants
<p>Teams Call</p> <ul style="list-style-type: none"> • Overview of role and goals • Review processes & key dates • Best practices for all tasks  <p>Participant In-Person Training</p> <ul style="list-style-type: none"> • Getting started 	<p>Call date: Wed, March 4th 2-3PM</p> <p>In person (Poonam): Dates will vary Time needed: 1 hour</p>	<p>District Managers GMs LBOs Marketing</p>
<p>Restaurant Preparation</p> <ul style="list-style-type: none"> • Introduce new role to restaurant teams • Get prepped with plan 	<p>Date: March 5-15</p>	<p>LBOs</p>
<p>Preparation – Coaching/Checkin Call</p> <ul style="list-style-type: none"> • Share plan of initial leads to target • Confirm commitment 	<p>Date: Week of March 9th</p>	<p>LBOs Shawn</p>
<p>Market Test Start</p>	<p>Date: March 16</p>	<p>All</p>
<p>Participant Communication</p> <ul style="list-style-type: none"> • Ongoing WhatsApp • Progress email • Monthly Focus Email • Check-in calls 	<ul style="list-style-type: none"> • Ongoing WhatsApp • Weekly progress tracking (Tues) • 4th week of every month • As needed/by request 	<p>All</p>

Program Structure

Time spent for the week – 8 hours across the tasks below

Focus Area	Task	Goal for the Month
LSM	<ol style="list-style-type: none">1 assigned area will be targeted each monthExamples areas: reward signups, reviews, fundraiser booking	Varies
Leads	<ol style="list-style-type: none">Identify leads within 4 walls and from surrounding local businessesTrack leads in spreadsheetsSample with chip drops	50 businesses

Goals for Months 1-4

Below are the goals for the first 4 months of the program. Every month the goal is 50 leads collected and entered into the tracking spreadsheets. The leads must be unique leads to count towards the goal. Each month there is also one additional metric for the month. These goals were set based on the actual performance from the phase I pilot. To be eligible for any additional program incentives, actual performance must be within 75% of the stated goals below.

March

Leads entered: 25

Note: March is a partial month due to mid-month program start

April

Leads entered: 50

Future fundraiser bookings: 4

May

Leads entered: 50

Reward signups: 250

June

Leads entered: 50

5-star reviews: 75

GETTING ORGANIZED & SETUP

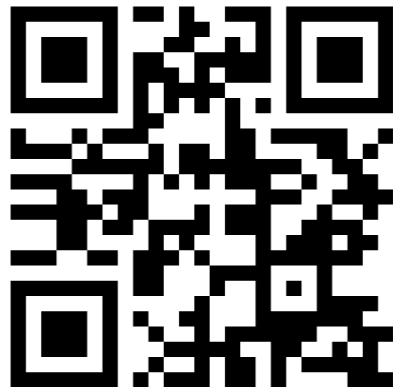
Systems & Resources

ACCESSING REFERENCE MATERIALS AND ENTERING LEADS

Introducing Flavor Ambassador Academy! Your portal to LBO success. Resources include:

- This training presentation for reference
- LSM toolkits on all the topics we've covered today with more in-depth details
- An online form to enter your leads as you collect them

www.tigcorp.com/lbo




Flavor Ambassador Academy

Local Store Marketing



Catering Lead Generation



In-Store Catering Operations



Explore the Complete Flavor Ambassador Program

[Click Here](#)

Downloadable Toolkits

[Community Events](#)

[Graduation Catering](#)

[Healthcare Catering](#)

[Fundraising](#)

[Cinco De Mayo](#)

[Holiday Catering](#)

[Rewards](#)

[NROs](#)

[Education Catering](#)

[Submit a Lead!](#)

[Have a HOT Lead?](#)

ADD THE APP



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Flavor Ambassador Academy

Local Store Marketing



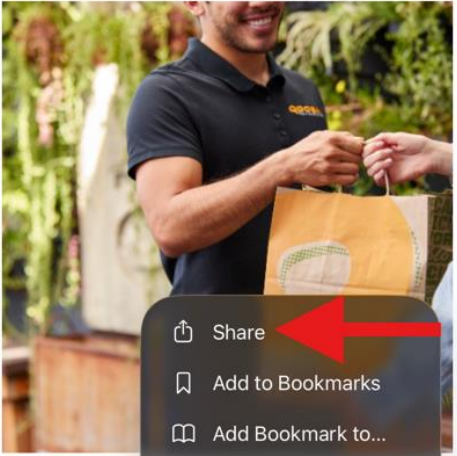
Catering Lead Generation



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Flavor Ambassador Academy

Local Store Marketing



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- New Tab
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Options >

- Add Bookmark to...
- Add to Favorites
- Add to Quick Note
- Find on Page
- Add to Home Screen

Markup

Print

Authenticator

Find products on Amazon

Open in Brave

Open in Microsoft Edge

Open in Chrome

Print with the HP app

Edit Actions

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Add to Home Screen **Add**


Flavor Ambassador Academy
https://tigcorp.com/lbo/




Open as Web App

An icon will be added to your Home Screen so you can quickly access this website.

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 FlavorAmbassa...

ACCESSING TRACKED LEADS

- As you enter leads on your store's form on the Flavor Ambassador Academy, they will be saved on a master spreadsheet. If you need to access the spreadsheet to view all entered leads, these will be available to you.
- All information for the month must be entered by the end of the day on the last day of the month

Date Connected	First Name	Last Name	Business	Phone #	Email Address	Type of Lead (Check all that apply)				Notes
						Fundraiser	Sponsorship	Catering	Other	
9/24/25	Dave	Horn	TIG Corp	555-555-5555	example@tigcorp.com	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Event Date	First Name	Last Name	Business	Phone #	Email Address	Type of Event					Notes
						Fundraiser	Networking Event	Onsite Event	Fishbowl Event	Other	
9/24/25	Dave	Horn	TIG Corp	555-555-5555	example@tigcorp.com	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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Join our WhatsApp group!

Share news, updates and tips with fellow LBOs



WhatsApp



Are you prepped and ready to go?

Team & Training

- Review your plan for the month and set your goals
- Update your store team on what the LBO goals are for the month and get them involved
- Share a catering best practice or tip with the team during a team huddle

LSM Preparation

- Set a target list of where you want to visit
- Get chips and queso ready
- Gather printed materials and swag – each pilot location will be supplied with a startup kit

Catering Preparation

- Check supplies and reorder if low

Follow-Ups

- Record any leads in the tracker before the end of the month
- Note any event or partnership leads in the tracker
- Take notes of any questions or feedback to share

PILOT PROGRAM SUCCESS

Project Plan & Timeline

We are committed to making YOU a success

We are committed to helping YOU be successful in this role and in turn, we will provide to you:

- Management team: recognition as a part of the store level management team
- New title: Elevated status within the team structure
- High visibility: interaction with the TIG marketing team

Introducing TWO Program Incentives



1. NEW Commission on Catering Orders. How does it work? Commission will be paid out monthly on subtotal of the order. Qualified new orders over \$200 subtotal will be commission eligible:

- \$200-\$450: 2%
- \$450-\$700: 3%
- \$700-\$1000: 4%
- \$1000+: 5%
- Max payout for commission will be \$200.00
- Must be 1st time order and entered by Poonam, Dotty, Sean, or FL contact (If guest places repeat orders through you, this will be commissionable as well)
- Create LBO revenue source to track commissions in MM
- Must meet 75% of all the monthly LBO goals to receive the commission.

2. NEW Monthly Bonus opportunity. How does it work? If you are within 75% of all your monthly LBO goal, you will earn a \$150 monthly bonus (starting in April 2026)

Here to Help

Primary Program Points of Contact:

Sean.Rivera@tigcorp.com

Sean Rivera will be your LBO coach and main point of contact for the program. Sean will be reaching out to each of you individually to schedule a getting started check in call and ongoing communications after program launch.

Bill.Trimble@tigcorp.com

Bill Trimble will be your point of contact for results tracking and any systems related questions or concerns with the trackers or accessing the Flavor Ambassador Academy portal.

OPEN DISCUSSION & QUESTIONS

Qdoba Flavor Ambassador Training Call

What? Training kickoff for the phase II pilot of the LBO/ Flavor Ambassador program

When? Wed, March 4th at 2-3PM (invites sent)

Who? DMs, GMs, LBOs from the 15 selected locations that participating (see list)

Store #	Store	District Manager	LBO
3189	St. Petersburg	Kevin Lemieux	Kayla Watson
3124	New Tampa	Kevin Lemieux	Kayla Watson
3083	Brandon	Kevin Lemieux	Kayla Watson
2920	Dover	Scott Barno	Kayla Griffin
2716	Bayonne	Clark Earthman	Jasmine
3063	Hylan	Clark Earthman	Megan Guzman
3213	Marlton	Clark Earthman	Jamier Livingston
3244	Hamilton	Clark Earthman	Sara Murillo
3000	Bensalem	Scott Barno	Ryan Kelly
2774	Whitehall	Kevin Harris	Armando Honorato-Cuautle
2893	Fair Lawn	Tammarrah Jefferson	Christian Castro
2963	Newark	Tammarrah Jefferson	Kaylah Sewell
2779	Union	Tammarrah Jefferson	Chantel Langford
3152	Secaucus	Tammarrah Jefferson	Edgardo Fuentes
1718	UD	Scott Barno	Aaron Butler