

**DAYMON
INTERACTIONS**

JULY 2012

Retail News

Insider

**International
Spotlight**

*Celebrating the
U.S. and Abroad*

Sales Tips

*Show Off Your
Sparkling Personality*

Food for Thought

*Submit Your Sales Tips and
Recipes for a Chance to*

Win a Prize

A Global *Outlook*

Over the past few issues you have learned about the various domestic accounts that Daymon Interactions has, but you may not know that we also operate internationally. This month, as we celebrate America and our country's 236th anniversary, I thought it would be interesting to share with you a little bit about how our international accounts do business.



Jeff Engel

“This month, as we celebrate America and our country's 236th anniversary, I thought it would be interesting to share with you a little bit about how our international accounts do business.”

First, let's take a look at our Lotte operations in Korea. Vice President Roy Timmerman oversees the business from our office in the capital city, Seoul. LotteMart is the third largest hypermarket chain in Korea, and we currently do business in 28 of 99 locations throughout the country, with an aggressive expansion plan for this year and the coming years, both in Korea as well as internationally.

Two specific Korean major holidays include the Lunar New Year, locally known as Seollal, which is the mid-autumn holiday and Chuseok, which can be described as the Korean Thanksgiving. In addition to Christmas, Buddha's birthday is a very important national holiday in South Korea. These are some of the busiest times of the year for our associates, as more events are going on in-store.

Last week, I traveled to Seoul to celebrate the grand opening of VIC, a new warehouse store format that LotteMart is unveiling. DI has been awarded exclusivity for the event sampling program in this new warehouse format, and we are thrilled to be a part LotteMart's growth.

Our joint venture with Japanese retailer Aeon is managed by Vice President Micah Wightman, and the main office is in Chiba, Japan. This year alone, Aeon opened 240 new stores, effectively doubling their store count. This brings the total number of locations we operate in to 450.

One fun fact about how Valentine's Day is celebrated in Japan is that it is a holiday where only the women give chocolate to men. One month later, on March 14, is White Day, where men reciprocate and give chocolate to women. As you can imagine, our Aeon associates execute a lot of chocolate events around both Valentine's Day and White Day!

I hope you enjoyed this brief look at our global operations, and as we prepare to celebrate the Fourth of July tomorrow, I wish you all a happy holiday.

Sincerely,
Jeff Engel

Jeff Engel
Senior Vice President

5 Things You Need to Know This Month

1. Read this month's **Director's Letter** to learn fun facts about Daymon Interactions' international accounts!
2. **Forget the Fireworks** - see page three for a look at the importance of a smile.
3. **July is National Ice Cream Month!** Learn the history behind the celebration on page three.
4. See the **Food for Thought** section on page four for details on how you can win \$50!
5. Page four includes a recipe for **Patriotic Cupcakes** – celebrate the Fourth of July with yumminess and spirit!



The company-wide initiative QUEST FOR SUCCESS is now at its half-way point! Over 5,000 entries have been submitted from our accounts across the globe and we are looking forward to many more. If you have any ideas for how to implement cost-savings methods or increase the number of events executed, speak to your manager to start the process! There are weekly, monthly and year-end cash prizes!



Forget the Fireworks: Your Smile is the Key to Making Sales *Explode!*

Let Your Personality Shine

We all know how important it is to know the product attributes when you are executing an event, but it is also important to have a sparkling personality. This month's Sales Tip comes from Jahwana Thomas of Pennsylvania, who gives us the scoop on letting your personality shine.

“It is important to be polite and friendly. If a customer is interested in sampling the product, I will also use a little humor and tell jokes. I try to make their time in the store an enjoyable experience.”

“To first engage a customer, I smile, introduce the product and share the selling points. Also, I always make sure to ask how a customer is doing,” says Jahwana.



**Sales Advisor
Jahwana Thomas**

“It is important to be polite and friendly. If a customer is interested in sampling the product, I will also use a little humor and tell jokes. I try to make their time in the store an enjoyable experience,” adds Jahwana. She shares that being happy, warm and inviting to customers usually does the trick in getting a shopper to sample a product and potentially put that item in their basket.

As we approach one of biggest food-spending holidays this season, we thought it would be a good idea to go back to some customer service basics. Most people, when asked what they appreciate the most about in-person interactions say, “They smile at me right away.”

A smile is a universally understood gesture that knows no limitations. It is understood in all languages and cultures. There is no room for misunderstanding a genuine smile, no matter what your age, race, gender, or cultural background.

Customer satisfaction dramatically increases when they receive genuine smiles. Customers often indicate that they feel valued when they receive a smile. This is the first step in connecting with your customers. When one feels that they are just being processed, there is no connection; therefore customer loyalty can be difficult to build. One of the most important customer service skills is to smile at your customers and to genuinely greet them. From that point on, there are many other skills, but they can be learned when the right attitude is there. The smile means the most to the customer at the beginning of each and every interaction. Customer loyalty, retention and profits all fall in line with the rest of the interaction once the tone is set and continued with the genuine smile.

*Source: Kristina Evey: Transforming the Customer Experience
www.kristinaevey.com*



July is National Ice Cream Month

In the U.S. more ice cream is consumed per head than any other country in the world – such is the love of ice cream amongst Americans. This is reflected in other ways too, not least by the fact that the U.S. has its own “National Ice Cream Month.” Since 1984, when President Reagan proclaimed that National Ice Cream Month be celebrated annually, every July has been a focus for greater attention for

this tasty treat. In the proclamation, he called for all people of the United States to observe these events with “appropriate ceremonies and activities.”

The International Ice Cream Association encourages retailers and consumers to celebrate July as National Ice Cream Month. The U.S. ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of citizens. About 9% of all the milk produced by U.S. dairy farmers is used to produce ice cream, contributing significantly to the economic well-being of the nation’s dairy industry.

“This year, July 15 is National Ice Cream Day,” said Senior Vice President Jeff Engel. “As many of you are gearing up for ice-cream related events, we are excited to support our retail partners in this industry-wide initiative.”

Food for Thought We Want Your Ideas!

Send Us a Sales Tip or Recipe & You Could Win \$50!

Submit your top sales tip or favorite recipe to newsletters@daymon.com for a chance to win \$50! Beginning today through July 31, all those who submit a sales tip or recipe will be entered into a drawing to win. Five names will be selected, so make sure you are in the running!

Recipe of the Month: Patriotic Cupcakes Yields 24

Recipe courtesy of marthastewart.com

CUPCAKE BATTER INGREDIENTS:

- 3 cups cake flour, (not self-rising), sifted
- 1 teaspoon baking powder
- 1/2 teaspoon salt
- 1 1/2 cups (3 sticks) unsalted butter, room temperature
- 2 cups sugar
- 5 large eggs
- 1 1/2 teaspoons pure vanilla extract
- 1 teaspoon pure almond extract
- 1 cup nonfat buttermilk
- Red sprinkles, for decorating
- White sprinkles, for decorating
- Blue sprinkles, for decorating
- Baking cups

CREAM CHEESE FROSTING INGREDIENTS:

- 8 ounces cream cheese, room temperature
- 8 tablespoons (1 stick) unsalted butter, cut into pieces, room temperature
- 1 cup confectioners' sugar
- 1 teaspoon pure vanilla extract

CREAM CHEESE FROSTING DIRECTIONS:

Place cream cheese in a medium mixing bowl. Using a rubber spatula, soften cream cheese. Gradually add butter, and continue beating until smooth and well blended. Sift in confectioners' sugar, and continue beating until smooth. Add vanilla, and stir to combine.



CUPCAKE BATTER DIRECTIONS:

Heat oven to 350 degrees. Line two 12-holed muffin pans with baking cups; set aside. In a medium bowl, sift together flour, baking powder, and salt; set aside.

In the bowl of an electric mixer fitted with the paddle attachment, beat butter and sugar on medium speed until pale, light, and fluffy, 3 to 5 minutes. With the mixer running, add eggs, vanilla extract, and almond extract; beat until combined.

With mixer on low speed, add 1 cup reserved flour mixture; mix until combined. Add 1/2 cup buttermilk; combine. Alternate adding flour mixture and buttermilk, ending with flour, until all has been incorporated.

Fill each baking cup with 1/4 cup batter; batter should almost reach tops of cups. Bake until a cake tester inserted into the middle comes out clean, 25 to 30 minutes. Transfer tins to a wire rack to cool.

Remove cupcakes from tins, and frost with cream-cheese frosting. If desired, use a pastry bag fitted with a plain writing tip to pipe letters or designs onto cupcakes. Decorate with red, white and blue sprinkles.

By the Numbers

700%

The increase in amount of fireworks sold presently versus 35 years ago

2.5 MILLION

The estimated number of people living in the U.S. in July 1776

20 BILLION

The number of hot dogs that Americans eat per year

311.7 MILLION

The estimated number of people living in our nation today

Daymon Interactions U.S. Retail Division

