

**DAYMON  
INTERACTIONS**

JUNE 2012

# Retail News

*Insider*

## Summer

*A Time for Growth  
and Your Time to Shine*

**In Honor of  
National Safety Month**  
*Tips for On and  
Off-the-Job Safety*

## Sales Tips

*How to Turn the*

*Heat Up*





# June

## Planting the Seeds of Growth

On June 21, summer will officially arrive. For our customers, summer means relaxation, barbecuing outdoors and time to spend with family and friends. For us, summer is a great reminder of how important we are as ambassadors to our retail and vendor families, helping consumers make their summer gatherings even more special.



Mitch Diehl

Daymon Interactions leaders from across the globe just returned from our Global Event Marketing Summit, where for the first time we met with leading national brands and retail partners to exchange strategies, tactics and ideas on how to continue to be the best product sampling, shopper engagement and retail consumer insights company in the world. One of the main themes that arose from the summit was growth, and the recognition that it is you, our valued teams, that help us maintain steady growth. It is you who help us to differentiate our in-store experience and deliver excellent customer service. Many ideas were shared about growth, including new product sampling ideas from Albertsons and a new culinary certification program from Meijer. The consensus was that 2012 will continue to be an exciting year for us and we want to thank you, our valued teams, for making that possible.

Speaking of growth, June 17 is Father's Day, and in honor of the 70 million fathers across the nation, we thought we would dedicate a portion of this section to Dads and their growing impact on the retail experience. Most statistics show that women do the majority of shopping in the U.S., but a new trend is emerging where in many cases, men are taking a more active role in household duties and shopping in general.

In fact, according to a recent survey of 1,000 U.S. fathers conducted by Yahoo! and market research firm DB5 released earlier this year, 51% of men were the primary grocery shoppers in their household. Of that group, 60% said they were the primary decision makers regarding consumer package goods, which includes packaged food.

This statistic is some food for thought for you in your sales efforts this month, as we focus on how to better interact with all of our customers. Whether you are doing an event for sunscreen, showing Dad how to prepare fish in minutes, or are giving tips on the thrill of the grill, remember it is you who help differentiate the customer's in-store experience, offer solutions, leverage new items and provide continual value for our valued customers. We look forward to many great things ahead and thank you for your service!

Sincerely,

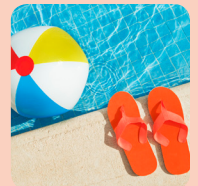
*Mitch Diehl*

Mitch Diehl  
Vice President



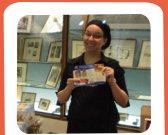
## 5 Things You Need to Know This Month

1. **Daymon Interactions leaders** from across the globe recently met in San Diego to discuss shopper trends in grocery retail. Read more in this month's Director's Letter.
2. Have you thought about your entry for **QUEST FOR SUCCESS?** Page three has some tips for getting involved!
3. See our **Sales Tips** section on page three for tips on asking the right questions during an event!
4. What percentage of Americans do you think claim **summer as their favorite season?** The answer, along with other **By the Numbers facts**, is on page four.
5. Check out the **Yummy Honey Chicken Kabob recipe** on the last page: it is a great meal idea for those summer barbecues!



## Summer Snapshots!

Check out what other Sales Advisors are up to. Visit us online at [daymoninteractions.wordpress.com](http://daymoninteractions.wordpress.com) to view a gallery of photos highlighting events happening all across the country. Look closely, you might even spot yourself!





# Sales Tips

## Turn the Heat Up On Your Sales Pitch

We all know it is important to ask our customers questions. This draws them in and makes them feel like you want to know what they look for in a product. This month's sales tip comes from Bruce Doig of Nashville, Michigan, who shares with us the importance of asking your customers the right questions.

"I make sure to ask an open-ended question," says Bruce. "I'll ask a question that causes a customer to talk to you, and not simply reply with yes or no. The customers usually interact with me and talk about what they would do with a product, and this allows me to discuss various ways to use the product."

The goal is to get the customer to open up to you so you can learn more about what is relevant to them. When you are able to hear what they like or what is important to them, you can cater your selling techniques to meet their needs.

His final and last piece of advice is to use your summer season events as an opportunity to encourage more grilling!

"So many foods can be grilled including fruits, vegetables and meats," Bruce tells us. "You don't need a lot of seasoning and everything tastes great from the grill!"

# Safety First National Safety Month

When we think of safety at our events, it usually relates to food. We know the importance of preventing cross-contamination, keeping a clean work station, changing our gloves regularly, maintaining proper temperatures and more. Keep in mind there is another piece to safety that is equally important when performing our events – your wellbeing.

June is National Safety Month, an observance intended to increase awareness for the top causes of preventable injuries both on and off the clock. The National Safety Council reminds us of some important tips that can make a big difference in our day-to-day wellbeing.

**Personal Health:** Healthy choices in our personal lives, including eating a balanced meal of fruits, vegetables and whole grains and adding regular activity to your day, can reduce the risk of chronic illness and disease.

**On the Job:** Safety is of utmost importance. Keep an eye out for potential risks, including a dropped sample or wet floor, where an injury or fall can take place. Proper lifting of supplies and equipment is also important.

**In Transit:** Take precautions when getting yourself to and from work. Cell phones, while an important part of our lives, can be a safety hazard. Keep them aside while driving to focus on the road just like you keep them aside during an event to focus on your customers.

To learn more, visit [www.nsc.org](http://www.nsc.org).



## QUEST FOR SUCCESS Tips for Submitting an Entry!

We are now well into the QUEST FOR SUCCESS company-wide initiative! Thousands of entries have already been submitted and we are looking forward to many more. Much like 2011's DRIVE to 75, associates are asked to bring forward their ideas for cost savings plans or new event creation. Have you thought about how you will participate?

Top five things to know about QUEST FOR SUCCESS:

1. NO idea is a bad idea. Work with your manager to test an idea. If it's proven successful, managers must complete the online entry form for their employee(s).
2. There is a team element this year: Associates can work together to come up with great cost savings plans or generate new events.
3. One cost savings of \$25 = one entry into QUEST FOR SUCCESS. It's that simple!
4. There is no limit to the number of entries each associate can submit.
5. More prizes! There are weekly prizes, in addition to monthly and year-end grand prizes!

# Food for Thought We Want Your Ideas!

We want to hear from you! How do you create excitement in-store for your event? What helps you close a sale?

You could end up in the next issue of **Retail News Insider**.

Email them to us at [newsletters@daymon.com](mailto:newsletters@daymon.com).

## By the Numbers

**70%**

of Americans plan on taking a vacation this summer

**70.1 MILLION**

Estimated number of fathers in the United States

**29%**

of Americans say summer is their favorite season

**81.5 MILLION**

The number of Americans who participated in a barbecue last year

## Recipe of the Month: Yummy Honey Chicken Kabobs

Recipe courtesy of [allrecipes.com](http://allrecipes.com)



### INGREDIENTS:

- 1/4 cup vegetable oil
- 1/3 cup honey
- 1/3 cup soy sauce
- 1/4 teaspoon ground black pepper
- 8 skinless, boneless chicken breast halves, cut into 1 inch cubes
- 2 cloves garlic
- 5 small onions, cut into 2 inch pieces
- 1 red bell pepper, cut into 2 inch pieces
- 1 green bell pepper, cut into 2 inch pieces
- Skewers

### DIRECTIONS:

In a large bowl, whisk together oil, honey, soy sauce and black pepper. Before adding chicken, reserve a small amount of marinade to brush onto kabobs while cooking. Place the chicken, garlic, onions and peppers in the bowl, and marinate in the refrigerator for at least 2 hours.

Preheat the grill for high heat. If using wooden skewers, soak them in water for up to 20 minutes.

Drain marinade from the chicken and vegetables, and discard marinade. Thread chicken and vegetables alternately onto the skewers.

Lightly oil the grill grate. Place the skewers on the grill. Cook for 12 to 15 minutes, until chicken juices run clear. Turn and brush with reserved marinade frequently.

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle



{in good taste}

Save Mart

Winn-Dixie