

**DAYMON
INTERACTIONS**

APRIL 2012

Retail News

Insider

Selling at Easter

*How to fill
your shoppers'
baskets with ease*

Merchandising Your Cart

*The product
presentation counts*

Chocolate bunnies, jelly beans and ham

Oh Joy

The foods that make this holiday so successful

A message from *President* Jim King

Welcome to the fourth issue of the Daymon Interactions Retail News Insider. This month, I wanted to take the opportunity to talk with you about QUEST FOR SUCCESS. You may have already heard of this program; it is a contest where all associates are challenged to create new events or cost savings for the company.

I personally am encouraging associates to use QUEST as a way to seek more efficient and intelligent growth that will set us apart from the competition and guide us into a more successful future.

It is important for us to not only drive sales, but also to do what we can to lower our expenses. This is a challenge to ourselves to work with the resources we have. While it is important to have top line growth, it is also important to do so in an efficient way.

I am asking you to commit to this program by creating new events or cost savings.



Jim King

**[With just one idea, that turns into one entry,
you could win anywhere from \$250
to the \$10,000 grand prize.]**

QUEST was created after the success of last year's DRIVE to 75 program. Last year, DRIVE brought in nearly 30,000 entries from employees around the world. We gave away \$50,000 in prizes, and entries ranged from approaching store management for additional events, to saving the company money through a variety of ways. For example, one of our Retail Managers submitted, and won, for her plan to switch e-fax providers. This one idea is saving just one account more than \$600 per month, and it was implemented to other accounts that were able to realize the savings as well.

To begin, take your idea to your manager who will determine if it can be tested and implemented. If your idea results in new events being executed or at least \$25 in cost savings, then your manager will submit an entry for you.

Remember, all it takes is one. With just one idea, that turns into one entry, you could win anywhere from \$250 to the \$10,000 grand prize.

I was very pleased with the level of engagement from our worldwide associates last year, and look forward to even more participation this year. I encourage you to look at Yammer as a collaborative tool to share how you saved the Company money or how you created more events. Remember, when one of us does better, we all do better.

See the article in this month's issue for more ideas and details on how to enter.

I thank you all for your hard work and I am looking forward to a bright year for Daymon Interactions.

Jim King
President

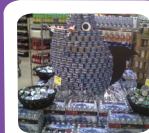
5 things you need to know this month

1. Have you thought about what you'll do to enter **QUEST FOR SUCCESS**? Talk with your co-workers and manager today!
2. **Need ideas for merchandising your cart**? Look no further than the next page for an in-depth article to help attract more shoppers.
3. **May is National Photo Month!** Send your photos to newsletters@daymon.com to be featured in future issues!
4. Need a dish to bring to an **Easter brunch**? Check out the Farmer's Casserole on the last page!
5. **Want to know how events are like parties**? Read this month's sales tips for inspiration.



Spring Snapshots!

Interested in seeing what other Sales Associates are up to? Visit us online at daymoninteractions.wordpress.com to view a gallery of photos highlighting events happening all across the country. Look closely, you might even spot yourself!





Make Easter Events a Party on the Sales Floor!

Americans spend \$14.6 Billion on Easter related products, which means if you haven't seen it already, you will be busy engaging those last-minute shoppers. As your shoppers prepare for hosting and attending get-togethers during the holiday, why not consider yourself the ultimate event host? Sales Advisor Mari Hermansky says preparation and execution are equally important to executing your event.

"I always make sure to know if the product is on sale and if so, the sale price versus the regular price. I make sure to know different flavors that the product has, if any, as well as various ways to prepare the product," Mari says.

Of course, the key to any event or party is being a good host.



Sales Advisor
Mari Hermansky

"I like to be outgoing and friendly and talk to everyone who goes by. I love meeting new people and establishing relationships with the folks who come by week after week. It's important to not only know your product, but also to always express gratitude whether a customer tastes or not. I want all shoppers to leave feeling good," Mari tells us.



During any event, it is always our goal to sell product. However, we can't forget about the presentation. Making your cart visually appealing by properly merchandising, gives you an even better chance to increase the amount of items shoppers put in their carts and ultimately purchase.

When merchandising your cart, make sure it is fully stocked with product. According to Marketing Director David Deal, "There is a psychological impact that prompts shoppers to take product when there is an abundance available and near their reach. Conversely, when the shelves are bare, the few items remaining are viewed as rejects or damaged in some way and nobody wants to buy damaged or rejected products."

"The key to success is doing more to increase the 'spend' of the shopper, without compromising the client program. The benefit is two-fold, being that shoppers enjoy getting a deal and our retail partners enjoy greater sales," says Senior Business Manager John Crowell.

An event cart that is well merchandised with product on and around the cart is the goal. We want to create a visual appeal that is big and bold making the statement that something is happening here, that is what captures the attention of the customer.



2012 Company-Wide Initiative QUEST FOR SUCCESS Is Underway

The 2012 Daymon Interactions QUEST FOR SUCCESS contest is well underway with thousands of entries from our associates around the world. Have you contributed yet?

Come up with ideas to create more events or realize cost savings for the company and talk to your manager to get those ideas implemented! Once they are, your manager will enter you in the contest.

This year there will be more cash prizes and more opportunities to win. Weekly and monthly cash prizes will recognize those who help contribute to the company's continued success. In addition, five grand prizes totaling \$30,000 USD will be awarded at the end of the year. Start thinking of ideas and speak to your manager to get the process started.

Food for Thought

We want your ideas!

May is National Photo Month so send us your best snapshots from the year! It can be of you working an event, a great product display, or you with your co-workers. Get creative and send them in!

Your photos could end up on our in the next issue of Retail News Insider.

Email them to us at newsletters@daymon.com.

By the Numbers

2.1 BILLION:

Total annual spending on Easter candy

8 MILLION:

Number of trees that Arbor Day Foundation members planted in 2011

40%

of people say they use Facebook for their April Fools' Day prank

90 MILLION:

Number of chocolate bunnies made for Easter each year

Recipe of the Month: Farmer's Casserole

Serves 8



INGREDIENTS:

- 6 Cups Shredded Hash Brown Potatoes
- 1 ¼ Cup Shredded Cheddar Cheese
- 2 Cups Diced Cooked Ham
- ½ Cup Green Onions (Approx. 4)
- ½ Cup Red Peppers
- 3 Cups Whole Milk
- 8 Eggs
- ¼ Tsp. Salt
- ¼ Tsp. Black Pepper

DIRECTIONS:

Arrange potatoes evenly in the bottom of a lightly greased 3-quart rectangular baking dish. Sprinkle with cheese, ham, green onions and red peppers.

In a medium bowl, whisk together milk, eggs, salt and pepper. Pour egg mixture over potato mixture.

Bake uncovered in a 350 degree oven for 45-55 minutes or until a knife inserted near the center comes out clean. Let stand for 5 minutes before serving.

Make ahead directions: Assemble as directed, cover and chill unbaked casserole for up to 24 hours before baking.

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle



{in good taste}

Save Mart

Winn-Dixie