

**DAYMON
INTERACTIONS**

SEPTEMBER 2012

Retail News

Insider

**YOUR TURN IS
NOW**

The Driving Force of Deli

**How we Respond
to the Growth**

Sales Tips

**Coaching
Your Customer**

Game Time

**What It Takes to
Execute a Quality Event**

A Focus on *Deli*

When I'm in charge of dinner for my family, I crave something that is fast, easy and most of all healthy for my kids and me. I don't have the luxury of time or the innate skills of Chef Gordon Ramsay to whip up a dinner from scratch. So, like most, I look for more convenient options. The numbers are in and they show I'm not alone. The outer perimeters of supermarkets are seeing the highest increase in growth, and offer the most opportunity for our retail partners.



Jeff Engel

According to Progressive Grocer's 79th Annual Report of the Grocery Industry, "The key consumer trends of more at-home eating, value-centric format expansion and expectations of fresh food excellence will likely persist for conventional-format operators for the foreseeable future."

Many consumers who visit a grocery store do not know what they will be serving for dinner that evening. This presents our retailers, and us, with an opportunity to educate our consumers, and impact their eating habits.

As the deli, including prepared foods, reach higher sales this year than before, retailers are responding by dedicating more space in-store for these items. In terms of opportunity, growth in the deli department allows retailers to distinguish themselves from their competition.

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Consumers' shopping and eating patterns are evolving, and as a company that engages shoppers to drive sales, it is important to keep this in mind. When doing events for each and every product, ask yourself how a product will benefit a consumer and how this product will simplify a consumer's life, and be sure to communicate that to the shopper.

Now, back to what to serve for dinner tonight. I think I'll go to the store for some ideas.

Sincerely,

Jeff Engel

Jeff Engel
Senior Vice President



1. This month we offer perspective on the **industry trends** we are seeing, including the growth of deli.
2. **It's football season**, so we're going to the coach's chalkboard for a game winning strategy in this month's *Sales Tip*.
3. Meet our second **Food for Thought** contest winner.
4. How long do you think the average employee's commute to work is? Find out the answer, and other fun facts in **By the Numbers**.
5. **Grilled Shrimp wrapped in Prosciutto** sounds delicious, and it is! Check out the recipe in this issue!



The company-wide initiative QUEST FOR SUCCESS is now well past the halfway point! Over 9,000 entries have been submitted from our accounts across the globe and we are looking forward to many more. Ideas have ranged from negotiating with vendors to reduce the cost of leasing office equipment, to changing the method in which company items are shipped. You have until December 31 to implement cost-savings methods or increase the number of events executed, and then submit those entries.

Submit your entry today for a chance to win a weekly, monthly or year-end cash prize!



Sales Tips

Coaching a Customer

As football season kicks off, it's a prime opportunity to get inspired by some of the greatest coaches of the game. Legends like Vince Lombardi and Pop Warner knew how to inspire their players. This month Sales Advisor Doreen Thurston gives us a play-by-play of her best coaching tips on what it takes to make the sale.

Treat each interaction with a consumer as a play, or coordinated movement and action. You have to be prepared, execute the play, and go for the touchdown.

Think of your customers as your players. You have to coach them through the purchase, and to do that, you have to put yourself in their shoes.



Sales Advisor
Doreen Thurston

Treat each interaction with a consumer as a play, or coordinated movement and action. You have to be prepared, execute the play, and go for the touchdown.

"You need to tell the customer if the product is on sale, what the price is, and if there is a coupon, let them know the great bargain they will receive to purchase the product," Doreen says.

Doreen also notes that having a creative display to gain a customer's attention, or to keep their interest, is of utmost importance.

Read more about Doreen in this issue's "Meet Our Second July Contest Winner" column.

Meet Our Second July Contest Winner!

Last month you met the first winner of our July contest, and read about her tips for getting a sale. Now we introduce you to Sales Advisor Doreen Thurston.

An employee since January of this year, Doreen has been doing events since the 1980s! With nearly 30 years of experience under her belt, one of her favorite parts of the job is setting up creative displays.

Because she has a Bachelors degree in Fine Arts, Doreen has the eye and passion for displays. One of her favorite products



It's Game Time

As deli has its day and prepared foods take a prominent part in many supermarkets, it's crucial that you are at peak performance, especially during the busy football and holiday seasons ahead. Whether it's deli or donuts, you need a warm-up before the game, so we asked some experts for their best advice. Read below to find out what One to One Vice President Shari Robinson and One to One Senior Area Manager Tony Vavlas have to say.

Remember to talk to shoppers, and not at them. Converse with people, ask for their feedback and make them feel comfortable. It is important to break down barriers.

Ask questions. For example, "What are you making for dinner?" This creates an opportunity for our products, by assessing the needs of a consumer, and meeting those needs with the product you are sampling.

Share your own personal recipe ideas. This is sure to create trust between you and the shopper. It makes the shopper feel confident that when they visit an event at any time, on any day, they will receive valuable information as well as the opportunity to try something prior to purchasing.

Reinforce confidence in our customers, and ensure them that they can create the same, delicious results at home. A successful Sales Advisor is able to reassure the shopper that if you can do it in the middle of a grocery store, they too will be able to do it in the comfort of their own kitchen.

Game on!

to create displays for is Frito Lay, because the packaging is colorful and she can have fun with setting up the cart.

A favorite event of Doreen's was Oreo's 100th Birthday. She says that customers loved the event, and it was great to see so much enthusiasm for Oreo products.

She has recently executed events for Nawgan Beverages, Willamette Granola Chips, Doritos Dinamitas and Sun Chips.

Over the next few issues you will meet our other winners, and read about their top tips for getting a sale, or their own personal recipes.

Food for Thought

We Want To Hear From You!

What is your favorite health food that doesn't taste like health food? We want to know your secrets for making your favorite snacks, with a nutritious twist!

Email them to us at newsletters@daymon.com to be featured in an upcoming issue.

By the Numbers

67

The percentage that shopper traffic is expected to increase in the deli, according to Progressive Grocer

1894

The year that the first Labor Day was celebrated as a legal public holiday

25.3 MINUTES

The average U.S. employee commute in 2010

93

The number of years the NFL has been in existence

Recipe of the Month: Grilled Shrimp Wrapped in Prosciutto

Recipe courtesy of food.com



INGREDIENTS:

12 large shrimp, peeled and deveined, tails left on
6 slices prosciutto (paper-thin, long strips)

DRESSING:

1/4 cup extra virgin olive oil
1/2 teaspoon minced garlic
1 lemon, juiced
1/2 teaspoon finely chopped parsley
salt and pepper, to taste

GARNISH:

2 cups mesclun (plus small amount of reserved dressing)

DIRECTIONS:

Pre-heat grill or stove-top pan. Place all ingredients for dressing in large bowl and whisk to combine. Reserve small amount in separate bowl as final garnish. Set both aside.

Lay out prosciutto on work surface and cut each in half crosswise. Place a shrimp at one end of each slice and wrap with the prosciutto. Place on grill and cook about 3-4 minutes per side until done. Toss shrimp in dressing to coat well.

To serve, arrange the mesclun in the center of a large platter and surround with the shrimp. Drizzle the reserved dressing over shrimp and greens.

Daymon Interactions U.S. Retail Division

