

DAYMON  
INTERACTIONS

JANUARY 2012

# Retail News

## *Insider*

**Sales Tips:**  
A new look for the  
**New Year**

**INTRODUCING  
the Coupon  
Concierge**

**Your  
SUPER BOWL**  
*game plan*

*P* Dig in to the  
*remiere*  
**I S S U E !**



# Welcome

## to the all-new Daymon Interactions Retail News Insider!

This is the premiere issue of the new employee newsletter for associates who work within the Daymon Interactions Retail Division. Whether you have been working with us for several years at One to One Interactions with our partner Giant Eagle, or are new to our team, we welcome each one of you. This newsletter is designed to keep you informed, educated and updated on things that matter the most to you with your job.



Jeff Engel



Mitch Diehl

As you read through, you will see a section on Sales Tips. This segment will feature tips from your peers on successful selling techniques and tell you, in very practical ways, how you can incorporate those tips into your events to boost your sales.

You'll also see a section on seasonal events or holidays. This section ties in to what our retail partners will be promoting in the upcoming month. This month, for example, we feature the Super Bowl and highlight ways to make your football themed events even better.

We'll include a dose of company news as well. There will be times that we'll want to inform you of news from the corporate office; so we will keep you apprised of news that affects you.

There will also be industry news and information, and we will always be asking for your thoughts as well. Let us know what you think, what story ideas you have and how we can continue to improve the Retail News Insider. This publication is for you, so be sure to let us know how we can tailor it to better serve your needs.

We look forward to a great 2012. Thank you for your time and all of your efforts to make this one of the best companies in the world to work for.

Cheers,

*Jeff Engel*

Jeff Engel  
Senior Vice President

*Mitch Diehl*

Mitch Diehl  
Vice President



1. Daymon Interactions launches the **Retail News Insider**. Welcome to the premiere issue!
2. **Total Super Bowl spending is expected to reach \$10.1 billion**. Get your game plan ready with Countdown to the Super Bowl on the next page.
3. Check out the perfect **Super Bowl side dish in the Recipe of the Month**.
4. The **Coupon Concierge event** model was introduced at Weis Markets with great success. Read about it in this issue!
5. The company-wide initiative DRIVE to 75 wraps up, but stay tuned; **a new all-company program will be announced soon for 2012!**



Last year, Daymon Interactions launched DRIVE to 75, a company-wide initiative to inspire cost savings and create new events. We received thousands of entries from all divisions and all locations. "It's because of our associates that this program was so successful," said Daymon Interactions President Jim King. "We are launching a new program for 2012. I fully expect that all employees will participate as this is intended to improve both the bottom line as well as company culture."

Stay tuned next month for an announcement on this year's program!



## A New Look for Your Event

So much of your job focuses on talking to shoppers. You tell them about your product, you share suggestions for different recipes and then you ask for the sale. Do you ever think about what your event would say for itself, without any words?

["Make your event an event"]



**Sales Advisor  
Cheryl Winters-Rosen**

This issue, we learn from Sales Advisor Cheryl Winters-Rosen at the Albertsons account, who brings an interesting approach to her events. Cheryl values the visuals. She says, "Make your event an event," meaning, make it something special that catches shoppers' attention and

draws them in. If your event looks appealing and interesting, then half of the work is done. Let your personality shine through in the visual you create.

Once you have the shopper's attention, then you can wow them with your words. But don't forget, pictures, or the images you create at your event, are worth a thousand words!



## What's Your Game Plan?

Sports fanatics know that big games are a big deal! Football players give their all during the season and fans follow each step to see their teams make it to the main event, the Super Bowl.

The Super Bowl isn't just about the game that's on the big screen. It's about the 171 million people who plan to watch the game, and the \$10.1 billion they are going to spend on it.

Nearly 34.9 million fans will throw their own party, and another 61.2 million will attend a party. In fact, the largest percentage of money is going to be spent on food and beverages (69.5%). This means big competition among retailers to become the destination for shoppers' Super Bowl needs.

What does this mean for you? Get your game plan ready! As your store fills up and people file in, it's on you to support your retailer in winning the game before the game begins! Keep these game-day strategies top of mind:

- **Uniform and Equipment:** Make a great first impression with your appearance and event.
- **Learn your Plays:** Be the expert on your product, and don't forget about any deals or coupons.
- **Run the Ball:** Get customers excited to try your product!
- **Go for the Touchdown:** Close that sale! Let them know their party won't be complete without it.

*Statistics from the Retail Advertising and Marketing Association's 2011 Super Bowl Consumer Intentions and Actions Survey.*

# Coupon Concierge

Weis Selling Solutions recently launched the Coupon Concierge program at store 31 in Lewisburg, PA. Unlike a traditional event, products are not sampled; instead, high value coupons created internally by Weis Selling Solutions and Weis Markets, are given to shoppers. The Coupon Concierge engages with shoppers at the point of purchase in the aisles where the product is located.

"Freeing the Brand Ambassadors from their event enables them to sell the value of multiple items," said Weis Selling



**Coupon Concierge  
Kellie Grieco**

["This makes the events more affordable and more attractive to non-food vendors."]

Solutions Business Manager Steve Glock. "This makes the events more affordable and more attractive to non-food vendors."

The initial event included eight vendors over two days and as a result, the vendors scheduled full selling events.

## Food for Thought We want your ideas!

Send us your best sales tips! What do you love about your job? What lucky tricks to you have for getting a shopper's attention? We want to hear from you!

Share your ideas with us and you could be featured in the next newsletter!

Email your sales tips to [newsletters@daymon.com](mailto:newsletters@daymon.com).

## By the Numbers

**312million**

The number of Americans who rang in the New Year.

The number of people who will watch the Super Bowl.

**171million**

The amount the average U.S. consumer is expected to spend on Valentine's Day.

**4.74**

Move over six degrees. Thanks to Facebook and other social network sites, this is the new degree of separation from one person to another anywhere on the planet.

**\$116.21**

## Recipe of the Month: Buffalo Chicken Dip

Submitted by Weis Selling Solutions Business Manager Steve Glock

### INGREDIENTS:

- 2 (10-oz) cans of chicken breast, drained
- 2 (8-oz) bricks of cream cheese, softened
- 1 cup ranch or chunky blue cheese dressing
- $\frac{3}{4}$  cup chicken wing sauce
- 1 $\frac{1}{2}$  cups shredded cheddar cheese
- 1 bunch celery, cleaned and cut into 4 inch pieces
- 1 (16-oz) box crackers



### DIRECTIONS:

Heat chicken and hot sauce in a skillet over medium heat, until heated through.

Stir in cream cheese and ranch dressing.

Cook, stirring until well blended and warm.

Mix in half of the shredded cheese, and transfer the mixture to a slow cooker.

Sprinkle the remaining cheese over the top, cover, and cook on low setting until hot and bubbly.

Serve with celery sticks and crackers.

Daymon Interactions U.S. Retail Division

