

DAYMON
INTERACTIONS

MARCH 2012

Retail News

Insider

QUEST FOR SUCCESS

Let Your
Journey
Begin!

Spring Into Action:
The Decisions
Affecting Your Position

What's New
for **2012**

Sales Tips:
More than
just **LUCK**

We Are *Springing* Into Action!

On March 20th, spring will officially arrive. For many of our teams across the country this is a welcome time of year, as it means there is a light at the end of the long tunnel of winter. For us, spring means starting the year fresh and ensuring we have a great 2012.



Jeff Engel



Mitch Diehl

So far this year, several of our accounts have had stellar months. Thanks to your efforts out on the sales floor, we've already broken sales records at one of our accounts. From everything we're seeing in the field and hearing from retailers and vendors, the rest of 2012 looks to be just as strong.

"In the coming months, you'll see specialties such as culinary arts and health and wellness incorporated into our accounts in various ways."

In addition to our continued focus on sampling events, this year we will emphasize our expanded service offerings to our valued partners. In the coming months, you'll see specialties such as culinary arts and health and wellness incorporated into our accounts in various ways.

We also have a big push on consumer intercepts this year. You may be asking "What are consumer intercepts?" and that is a great question. Consumer intercepts are a primary research tool used to collect feedback from consumers regarding their perceptions and opinions relating to anything from product preference to ease of store navigation. Through the use of web enabled tablet technology, the results are available for analysis and review in "real time". Measuring in-store activity and employee behaviors, as well as providing insights into the way shoppers make day-to-day purchasing decisions is an essential component of driving sales. This division of Daymon Interactions partners with us to provide information that is crucial to increasing customer retention, identifying training needs and increasing sales conversion opportunities.

Internationally, we will also be focusing on growth opportunities and expanding to additional locations. We also have training happening right now in China for our employees on selling private brand products – something that is a continued focus for all of our retail partners.

As you can see, we have a busy 2012 ahead, with high goals for our business. We realize that without your support, dedication and efforts each and every day these goals wouldn't be attainable. Here's to a great March and even better 2012.

Jeff Engel

Jeff Engel
Senior Vice President

Mitch Diehl

Mitch Diehl
Vice President

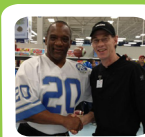
5 things you need to know this month

1. **We're measuring shoppers' perceptions and habits** in new and exciting ways. Learn more in the welcome letter this month!
2. **Lucky tricks** or just the **right tips?** Read first-hand advice in this month's Sales Tips.
3. **St. Patrick's Day** is just around the corner. Do you know the best way to make **corned beef and cabbage?** Look to our recipe section for ideas!
4. **QUEST FOR SUCCESS** launches and your input is needed! Read more in this month's issue!
5. **Say cheese!** Our online photo album **featuring YOU** takes off this month. Check it out online!



Spring Snapshots!

Interested in seeing what other associates are up to? Visit us online at **daymoninteractions.wordpress.com** to view a gallery of photos highlighting events happening all across the country.





Lucky Tricks when Hosting an Event

Sometimes it takes more than that lucky four-leaf clover, rabbit foot or horseshoe to make a sale. This issue, Sales Advisor Phil Giro of Pennsylvania shares with us a few tips on creating your own luck when hosting events.

"The very first thing you need to do to be successful is to clean your table. Then build a beautiful display with your merchandise and be ready to invite guests over," Phil tells us. He shares that being friendly and inviting customers over rather than having them make the approach has worked favorably for him.



**Sales Advisor
Phil Giro**

A few more lucky tips? Have plenty of product ready to go, be prepared and know the product. Keep a friendly and welcoming demeanor by smiling and inviting guests over to sample your product. If a guest isn't interested in sampling, think outside of the box and offer a coupon or recipe if you have any available.



With a new season comes new ways to serve our valued retail partners and strengthen those relationships.

For the past several months we've been testing the success of themed sales sheets as a tool for vendors to plan events around. It's been a huge hit and has allowed us to execute an additional 150 events in each tested retailer.

Because of its success, we are now executing weekly themed sales sheets for vendors across all of our retailers. This sales sheet will serve as an aid for Sales Managers to assist vendors in planning events for their products during particular theme weeks. This will allow us to better serve our vendors when it comes to strategic marketing and sales.

As part of the roll-out of this project, a marketing display will be positioned in our various retailers that will be used to promote Daymon Interactions' services and engage vendors. This is another example of how we can brand our programs and drive sales for our partners.

The initiative aims to show that in-store product sampling with Daymon Interactions is one of the most effective ways to reach shoppers.

Over the next few months you may see photographers out and about photographing many different events in various retailers across all category lines. Be sure that you're on point, looking your best and knowledgeable about the various products you are hosting events for.



Daymon Interactions introduces the 2012 company-wide initiative QUEST FOR SUCCESS

The 2012 Daymon Interactions QUEST FOR SUCCESS contest is a new mission for all associates in 2012. In

2011, The DRIVE to 75 program brought forward a wealth of creativity and innovation from the brilliant minds of all of our associates that make up this amazing company. Ideas from associates were successfully implemented, and the company is stronger today as a result.

To continue that progress, QUEST FOR SUCCESS asks associates to bring forward new ideas and programs for generating events and creating efficiencies for costs. There will be weekly and monthly cash prizes to recognize those who help contribute to the company's continued success. In addition, five grand prizes totaling \$30,000 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!

Send us your favorite memory of Easter! It can be a family recipe or a tradition that has gone on for years. We want to hear about why this holiday is special to you!

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

Email us at newsletters@daymon.com.

By the Numbers

The most leaves ever found on a clover

56

34.7 MILLION

Number of U.S. residents who claimed Irish ancestry in 2010. This number was more than seven times the population of Ireland itself!

32%

of workers say they have either initiated or been on the receiving end of an April Fools' Day prank at work

Number of hours that Earth will see of both day and night equally during the March equinox

12

Recipe of the Month: Corned Beef & Cabbage

Recipe courtesy of allrecipes.com

INGREDIENTS:

- 4 1/2 Pounds corned beef brisket
- 5 Black peppercorns
- 1/2 Teaspoon garlic powder
- 1 Onion, peeled and left whole
- 2 Bay leaves
- 1 Pinch salt
- 1 Small head of cabbage, cored and cut into wedges
- 6 Large potatoes, quartered
- 4 Large carrots, peeled and sliced
- 1/4 Cup chopped fresh parsley
- 2 Tablespoons butter



DIRECTIONS:

In a 6 quart Dutch oven, place the beef brisket, peppercorns, garlic powder, onion, bay leaves and salt. Fill pan with water to cover everything plus one inch. Bring to a boil and cook for 20 minutes. Skim off any residue that floats to the top. Reduce heat to a simmer and cook for 2 to 3 hours, until meat can be pulled apart with a fork.

Once the meat is done, add the cabbage, potatoes and carrots, pressing them down into the liquid. Simmer for an additional 15 minutes or until the potatoes are tender. Skim off any oil that comes to the surface. Stir in the butter and parsley. Remove the pot from the heat.

Remove meat from the pot and place onto a serving dish and let rest for 15 minutes. Also, remove vegetables to a bowl and keep warm. Slice meat on the diagonal against the grain. Serve meat on a platter and spoon juices over meat and vegetables.

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle



{in good taste}

Save Mart

Winn-Dixie