

DAYMON  
INTERACTIONS

AUGUST 2012

# Retail News

## *Insider*

### Back to School

*Preparing  
for the Season*

### Sales Tips

*Back to the  
Classroom  
for Selling 101*

### Best in Class

*See the First*

*Winner*

*of Our Sales Tip  
& Recipe Contest*

# Lunch boxes, laptops and backpacks

Many homes are filling up with these items this month, which means only one thing: it's back to school time!

With students and parents gearing up for this important time of year, it is sure to be a busy time in-store for all of us. According to the National Retail Federation (NRF), families with children in grades K-12 will spend an average of \$603.63 on supplies to gear up for their little ones heading back to school this month. The NRF estimates that the combined spending on kindergarten through high school and college students will total \$68.8 billion, well above pre-recession levels. These numbers make back to school shopping one of the biggest consumer-spending events for retailers, second only to holiday shopping.

**"The National Retail Federation estimates that the combined spending on kindergarten through high school and college students will total \$68.8 billion, well above pre-recession levels."**

As consumers look to our retail partners to fulfill their back-to-school needs, we need to make the most of this opportunity to leave a mark on our customers' shopping experiences. Our retail and special event partners are utilizing our services in more unique ways, and our vendor partners are seeing greater levels of performance, thanks to our combined efforts in-store and out-of-store.

We are excited about the opportunities that lay ahead, and what the future will bring. So long as we keep our focus on getting the customer to take home that product, we are sure to have a bright rest of the year.

Lastly, please remember that this newsletter is for you. We value your feedback, so please send us any story ideas you have or suggestions on how we can improve the Retail News Insider to [newsletters@daymon.com](mailto:newsletters@daymon.com).

And remember, as always, without your support, dedication and efforts each and every day our goals would not be attainable.

Thank you for all you do.

*Jeff Engel*

Jeff Engel  
Senior Vice President

*Mitch Diehl*

Mitch Diehl  
Vice President



Jeff Engel



Mitch Diehl



1. Read this month's **Director's Letter** for a look at the back to school period, and what that means for us.
2. **QUEST FOR SUCCESS** is now past its halfway point! How many entries do you think have been submitted so far? Find out the answer in this issue.
3. Check out this month's **Sales Tip**, which takes us back to selling 101.
4. Meet the first winner of our July **Food for Thought** contest.
5. Did you know in August we celebrate **National Watermelon Day** as well as **National S'more Day**? Read about that, and other interesting facts, in the **By the Numbers** section on page four.



The company-wide initiative QUEST FOR SUCCESS is now past its halfway point! Over 8,000 entries have been submitted from our accounts across the globe and we are looking forward to many more. If you have any ideas for how to implement cost-savings methods or increasing the number of events executed, speak to your manager to start the process! There are weekly, monthly and year-end cash prizes!



## Sales Tip 101

The theme of this month's issue is Back to School, which gives us a great opportunity to go back to the classroom for selling 101. Sales Advisor Kathy Olga Zoubareff, of Michigan, breaks down the basics for us.

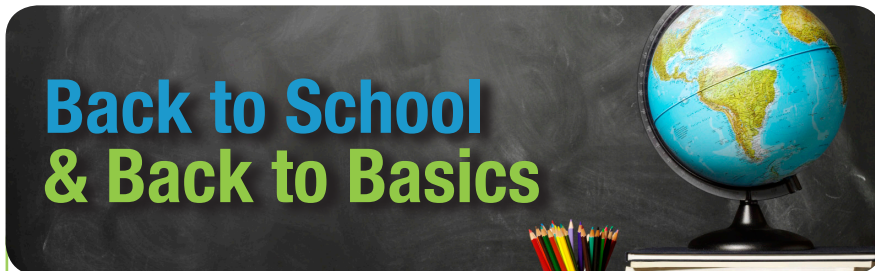
"First of all, I create a pleasing display using the product I am promoting. I like to stack up my products to make an effective display of the same items," says Kathy. "I also make sure to have enough items on hand to sell to the customer on the spot, preventing them from having to go look for it in the store."



**Sales Advisor**  
**Kathy Olga Zoubareff**

Kathy also shares that smiling is a good way to get a customer to notice you. Once you have their attention, make the most of that opportunity and engage in small talk. Make sure you show the customer the value of the product and any key attributes.

Lastly, ask for the sale! Make sure to say to a customer, "Would you like to take this home with you today? It is on sale today. Here is a coupon you can use!"



For many of us back to school means back to basics and that is exactly what we want to share with you in this month's article. Here is a professional selling checklist to help you cram for that exam.

### 1. First Impression is Critical!

You never get a second chance to make that first impression! Dress to impress. Make sure your shirt is clean, your shoes are shined and you have a warm smile ready.

### 2. What Should You Expect?

Expect that everyone is a buyer. Know your product inside and out so the customer can't live without it.

### 3. How Should You Greet the Customer?

Start by engaging the customer with facts about the product. Don't say "Can I help you?" Avoid phrases that can be answered with No. Ask questions to engage and hold their interest.

### 4. Recommend your specific product with enthusiasm!

Present the product's unique benefits.

If serving food, mention recipe suggestions and easy cooking instructions.

Point out what makes your product different and why the customer needs it!

### 5. Be Direct!

Hit the important points about your product clearly, concisely and immediately. Your customers will appreciate your approach, and they will feel more comfortable about what you have to say.

### 6. Be Optimistic and Outgoing!

Negativity has no place in sales. Maintaining a positive and engaging attitude when speaking to customers is what produces sales, gets referrals and makes great salespeople stand out from average ones.

## Congratulations to the July Contest Winners!

Thanks to all of our associates who participated in the July contest by submitting a sales tip or recipe! Over the next few issues you will meet our five winners, and read about their top tips for getting a sale, or their own personal recipes.

Our first winner is Sales Advisor Kathy Olga Zoubareff of our Meijer account. An employee since September of last year, Kathy has worked in the events industry for 25 years.

Kathy's favorite aspect of her job is when customers or store employees compliment her on her cooking abilities. She also enjoys talking to and serving children, and connecting with the wonderful customers she gets to interact with on a daily basis.

Recent events Kathy has done have been for Johnsonville Vermont Maple Syrup Sausages and Meijer Lemon Blueberry Muffins.

Be sure to read about Kathy's tips and tricks for earning a sale in this month's Sales Tip column.



## Food for Thought We Want Your Ideas!

Football season is coming and we want to know your game-winning strategy! What do you do to close a sale? Are you doing any back-to-school or football themed events? We want to hear from you!

**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

### 5,000

The number of years ago the first recorded watermelon harvest occurred (in Egypt!)

### 1,600 lbs

Weight of the largest s'more ever made

### 77 MILLION

The number of children and adults enrolled in school throughout the country in October 2009 — from nursery school to college

### 7.4 BILLION

The amount of money spent at family clothing stores in August 2010

## Recipe of the Month: Texas Caviar

Submitted by: Sales Advisor Marilynn Wood

### INGREDIENTS:

- 1 teaspoon salt
- 1/2 teaspoon pepper
- 1 tablespoon water
- 3/4 cup cider vinegar
- 1/2 cup vegetable oil
- 1 cup sugar
- 2 cups pinto beans
- 2 cups black eyed peas
- 2 cups white corn
- 1/4 cup pimento
- 1 cup red pepper, finely chopped
- 5 green onions, finely chopped
- 1 cup celery, finely chopped
- 1 tablespoon jalapenos, finely chopped



### DIRECTIONS:

Combine salt, pepper, water, cider vinegar, vegetable oil, and sugar in saucepan. Bring to a boil, then let cool completely. Once cooled, combine ingredients in a large bowl with pinto beans, black eyed peas, white corn, pimento, red pepper, green onions, celery, and jalapenos and mix well. Marinate at least 24 hours. Lightly drain and serve with Frito's Scoops Corn Chips, or any chips or crackers.

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle

