

**DAYMON  
INTERACTIONS**

OCTOBER 2012

# Retail News

## *Insider*

### **Best Practices**

during this  
bone-chilling  
season

### **Sales Tips**

Sweet treats  
for increased  
sales

**Don't be scared:** Submit your **QUEST FOR  
SUCCESS** entries today

# Happy Halloween

Halloween is one of my favorite holidays. For kids it is one of the most magical days of the year. They get to dress up in costumes, and for a night become a super hero or princess and run door-to-door filling pillow sacks with pounds of candy.

I remember my daughter's first Halloween when she was two years old. She had screaming red hair so of course we dressed her up as Pebbles with a homemade orange spotted dress and bone in her hair. When we finished canvassing the neighborhood and returned home, we emptied her bag on the floor. She pushed all of it together into a huge pile that was almost as big as she was, sat on top of it and chanted, "candy, candy, candy".



Mitch Diehl

Americans will spend nearly \$7 billion a year on Halloween related items.

My daughter, (though it was many years ago), as well as all of the kids today are stockpiling their sugary riches as part of a holiday where Americans will spend nearly \$7 billion a year on Halloween related items... like all of that candy. In fact, each consumer will spend an average of \$21 on candy alone. In order to ensure that households have more than enough treats to hand out to the little ghosts, goblins – and Pebbles we must be ready to engage those shoppers and drive sales for our retail partners. Halloween is the unofficial beginning of the busiest time of year for our retail partners, and for us. Halloween, Thanksgiving and Christmas are the three busiest holidays of the year and they all take place within two months of one another.

In this issue, we have some tricks up our sleeve to help you navigate the busy shopping season, keep your sales up and your service simply *spooktacular*.

By the way, my daughter is now in her third year of college and way too grown up to trick or treat with Dad. However, every year while I am standing at my door handing out candy to Spiderman and Ariel I remember our first Halloween and how for one night a little Pebbles lit up the world with her red hair, big eyes and contagious smile. May you experience the same excitement this year.

Warm wishes,

*Mitch Diehl*

Mitch Diehl  
Vice President

## 5 Things You Need to Know This Month

1. Consumers will each spend **an average of \$21 on candy** – read up to make the most of the season!
2. **QUEST FOR SUCCESS** is still taking entries, log on to [daymoninteractions.wordpress.com](http://daymoninteractions.wordpress.com) to read more about entering.
3. **Tis the season for selling sweet treats.** Sales Advisor Richard Gordon has timeless tips for making the most out of the Halloween season.
4. The last few months of the year are only going to get busier. Read on for **best practices to get you through the fourth quarter.**
5. **Need a Halloween recipe?** We've got you covered with crowd-pleasing candy bark!



The company-wide initiative QUEST FOR SUCCESS is in the home stretch! Nearly 13,000 entries have been generated 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



## No Tricks, Only Treats

You won't find any tricks here!

With Halloween events coming up, it is sure to be a particularly sweet time in store. Sales Advisor Richard Gordon of Pennsylvania advises paying attention to your young customers during this time.

"I've found that kids can be the number one deciding factor on whether a product gets bought. It's interesting, because if a kid likes a product, usually the parents will take it," says Richard.

Another thing Richard recommends is to remember the sugar content in a product (a good tip for October and year-round!), and let customers know what it is.

**"I've found that kids can be the number one deciding factor on whether a product gets bought."**



**Sales Advisor  
Richard Gordon**

"For sweet treats, I promote the portion control aspect when I can," says Richard. "Recently, I had an event for Magnum Mini Ice Cream Bars, and they are delicious and only have 155 calories. I let customers know that they can indulge, without going overboard."

"When I am talking to somebody, I keep my focus on them. I answer their questions, give them my attention and let them decide when the conversation is finished," says Richard. "People want to feel heard and valued."

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

## Meet Our Third Contest Winner!

Sales Advisor Richard Gordon is all about the sales. Not only does he spend time as a stand-out Sales Advisor as a part-time job which he calls simply, "fun," but he works full time in sales at D&H Distributing where he sells calculators to schools.

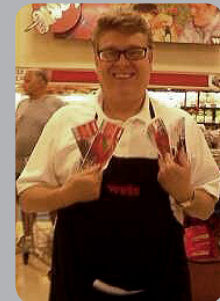
Richard is one of our recent contest winners who submitted this month's sales tip. An employee for nearly a year, Richard

says he thrives out on the sales floor.

"The stores are so great. I really enjoy giving out samples, meeting new people and even running into friends," says Richard. "I also happen to like trying new products when they are first out, because we are often sampling them."

Richard has executed events recently for Magnum Minis Ice Cream, Pepsi items and various products.

In his spare time, he enjoys spending time with his two children and driving them to soccer practice.



*Would you like to be featured in an upcoming issue of the Retail News Insider? Send us your best sales tips and we could be writing an article on you! Email your tips to [newsletters@daymon.com](mailto:newsletters@daymon.com) today!*

# Spooktacular Service



Last month we brought you tips for managing the day-to-day elements of your job and this month, we give you a BOOming roundup of best practices. These are tips and good reminders of the things that we should all be doing to ensure we offer the best service during this the bone-chilling Halloween season!

- Come to work dressed in neat and proper uniform;
- Make a pleasing display on your cart, with enough product to sell (additional product can be kept under your cart to replace product purchased by guests);
- Once display is set and product prepared, Sales Advisors should get out in front of their cart and invite guests over to sample product;
- During your event, actively approach and greet all shoppers;
- Sales Advisors should share product information, solicit comments from guests and ask for the sale;
- Unopened samples of product (if not perishable) can be left on cart top with the display.

Keep these tips in mind and you'll be well on your way to creating a great event for shoppers!

# Food for Thought

## We Want To Hear From You!

Thanksgiving is coming up which means we each take a moment to give thanks for the people in our lives. Who is it that you work with that you would like to thank? Is there someone who deserves recognition? Let us help you show them how much they mean! Send us the information on who you would like to thank and why, and your entry could be featured in the next issue.

Email your entry today to [newsletters@daymon.com](mailto:newsletters@daymon.com)!

## By the Numbers

**1.1 BILLION**

Pounds of pumpkin produced by major pumpkin-producing states in 2010

**1,818.5 lbs**

The weight of the world's largest pumpkin

**\$72**

Average amount each family spent on Halloween in 2011

**310 MILLION**

The amount Americans spent on pet costumes for Halloween in 2011

## Recipe of the Month: Candy Bark

Recipe courtesy of [bonappetit.com](http://bonappetit.com)



### INGREDIENTS:

- 1 pound Bittersweet chocolate chips
- 3 - 2.1-ounce Butterfinger candy bars, cut into irregular 1-inch pieces
- 3 - 1.4-ounce Heath toffee candy bars, cut into irregular 3/4-inch pieces
- 8 - 0.55-ounce Peanut butter cups, each cut into 8 wedges
- 1/4 cup Honey-roasted peanuts
- 3 ounces High-quality white chocolate
- Reese's Pieces and/or yellow and orange peanut M&M's

### DIRECTIONS:

Line baking sheet with foil. Stir chocolate chips in heavy medium saucepan over low heat until melted and warm (not hot) to touch. Pour chocolate onto foil; spread to 1/4-inch thickness (about 12x10-inch rectangle). Sprinkle with Butterfinger candy, toffee, peanut butter cups, and nuts, making sure all pieces touch melted chocolate to adhere.

Put white chocolate in heavy small saucepan. Stir constantly over very low heat until chocolate is melted and warm (not hot) to touch. Remove from heat. Dip spoon into chocolate; wave from side to side over bark, creating zigzag lines. Scatter Reese's Pieces and M&M's over, making sure candy touches melted chocolate.

Chill bark until firm, 30 minutes. Slide foil with candy onto work surface; peel off foil. Cut bark into irregular pieces and enjoy!

Daymon Interactions U.S. Retail Division

