

Exclusive Webinar Presentation

Supermarket Nutrition: *Promoting Health through Shopper Engagement*

Presented by Barbara Ruhs, MS, RD, LDN



Complimentary 1-Credit Continuing Education Webinar



Disclosures

Barbara is a consultant to:

- Avocados from Mexico
 - National Beverage Corp.
 - Arla Dofino
-

Learning Objectives

*Suggested CDR Learning Codes: 7050, 7070, 7120, 7210;
Level 2*

1. Review the varying roles and duties fulfilled by supermarket dietitians.
 2. Define customer engagement and discuss why it is important for dietitians.
 3. List 5 key customer engagement strategies for dietitians.
-

Setting the Stage...



20% of All U.S. Spending

- 70% of all health-care costs are the direct result of behavior.
- 74% of all costs are confined to four chronic conditions (cardiovascular disease, cancer, diabetes and obesity)



Image source: <http://www.anniefitzsimmons.com>

1 Doctor's Visit Per Year

Shoppers Per Week

- Safeway 44 million (1300 stores)
 - Kroger 68 million (2400 stores)
 - Wal-Mart 260 million (11,000 stores)
-

Steve Burd, Former CEO, Safeway

"Today, we're a supermarket company selling wellness services and wellness products, within 10 years, Safeway will transform into a wellness company that happens to sell food."

(2013)

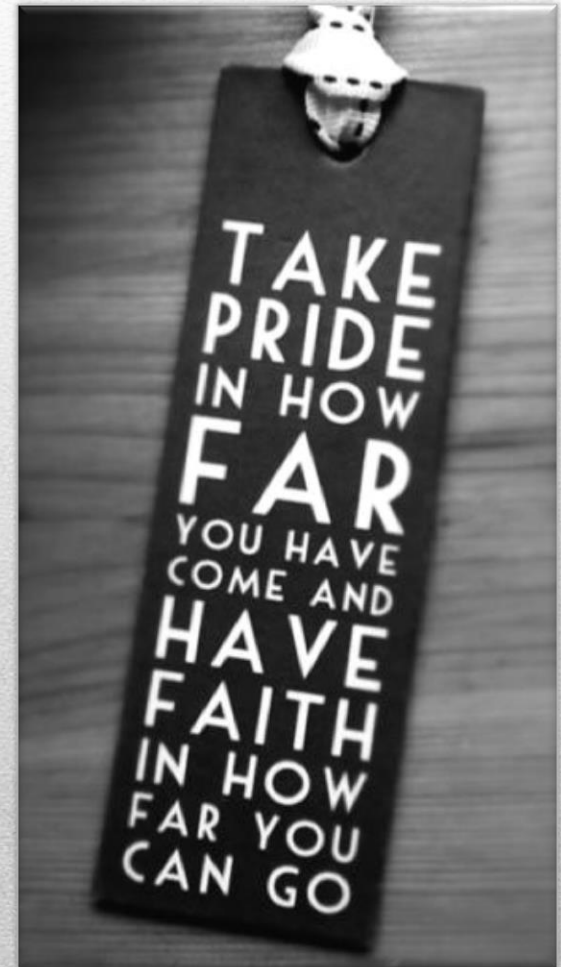


Image source: [Inspirationsforlife.tumblr.com](https://www.tumblr.com/inspirationsforlife)

SUPERMARKET DIETITIANS: ROLES & DUTIES

- 1. Corporate Dietitian**
 - 2. Store-Based Dietitian**
 - 3. Consultant Dietitian**
-

U.S. Supermarkets



Image source: davidolenick.com

- 85 % have a corporate dietitian on staff
- 30% have an in-store Registered Dietitian



Corporate Dietitian

- Customer Nutrition Advocate
- Nutrition Advisor to Buying Team
- Program Manager
 - Liaison to Food Companies
 - Marketing & Advertising
- Nutrition Spokesperson
- Community Partnerships
- Nutrition Labeling & Regulatory
- Product Innovation (ie. Store Brands)
- Social Media Outreach
- Employee Wellness Programs

Bashas'
Your Arizona hometown grocer.

247 Your Choices

1 lb
Fresh Ground Chuck
or USDA Choice Beef
Boneless Cross Rib Roast

97¢
1 lb
Bashas' Hometown
Grocer Chicken

77¢
1 lb
Navel Oranges

77¢
1 lb
First of the Season!
Your Choice Large Apples

288
Pampered
Bacon

12⁹⁹
Brewster, Coors, Miller,
Tecate or Modelo Especial Beer

4⁹⁹
Fresh Atlantic Salmon

1⁹⁹
General Mills Cereal

5⁹⁹ for 10
Lean Cuisine or
Stouffer's Entrees

1⁹⁹
Borden Cheese

Circle of Savings
Buy Any 4 participating items
& Save \$2 Instantly - Mix & Match
Look for the "Special" tags throughout our store.

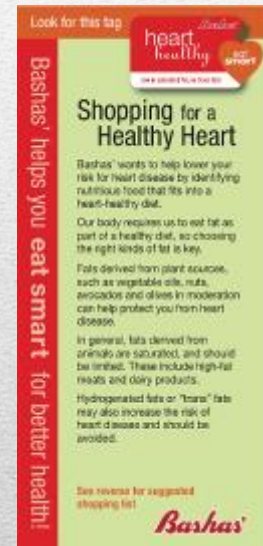
99¢
Food Club Lasagna, Noodles,
Tomatoes, Salsa or Picante Sauce
or Bashas' Sandwich Bread

14⁹⁹
Food Club Granola Bars, Pancake Mix, Syrup,
Pickles, Steak Sauce, Peanuts, Fruit Snacks,
Flour or Potato Flakes

*Savings of \$2 is reflected in our price when you buy 4 participating items in a single transaction. \$10 off each item.
All prices effective Wednesday, October 18 through Sunday, October 22, 2012.
Some restrictions apply. See store for details. © 2012 Bashas' Inc.

In-Store Dietitian

- Food Demo-Sampling
- Customer Service: Ask the Dietitian
- Nutrition & Culinary Education
- In-Store Nutrition Counseling
- Store Tours & Group Classes
- Merchandising Displays
- In-Store Wellness Advocate



A Dietitian in Every Store!

Dietitian services:

- In-Store Nutrition counseling
- Shopping Tours
- Health Screenings
- Weight-Loss Classes
- Culinary Education
- Community Events
- Kids Programs & Events
- Healthy Check Out Lanes
- Healthy Meal Solutions



235 Store Locations:

Iowa

Illinois

Kansas

Missouri

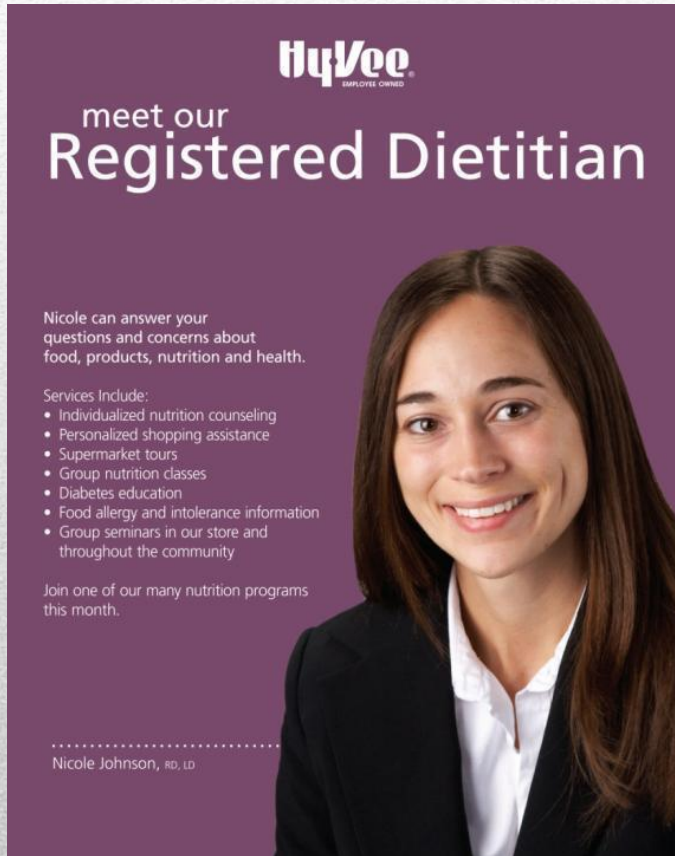
Minnesota

Nebraska

South Dakota

Wisconsin

Dietitian Signage



HyVee
EMPLOYEE OWNED

meet our
Registered Dietitian

Nicole can answer your questions and concerns about food, products, nutrition and health.

Services Include:

- Individualized nutrition counseling
- Personalized shopping assistance
- Supermarket tours
- Group nutrition classes
- Diabetes education
- Food allergy and intolerance information
- Group seminars in our store and throughout the community

Join one of our many nutrition programs this month.

.....
Nicole Johnson, RD, LD



HyVee
EMPLOYEE OWNED

meet our
Registered Dietitian

I am here to offer...

- Individual nutrition counseling
- Diabetes education
- Personal shopping assistance
- Wellness workshops in our store and throughout the community
- Health screenings
- Recipe and food experiences
- Cooking classes
- And much more.

Julie Gieseman
RD, LD, CDE

www.hyvee.com

Healthy Check Lanes



Food Experiences In-Aisle

- 5 minute cooking class
- Butler-style experience
- Class samplers
- Kids cooking class





User-Friendly
Mobile APP
Connecting
In-Store
Dietitians
with Shoppers
Dietitian-Driven
Shopper
Loyalty



Brought to you
by PHRQL

Connect & Coach® by PHRQL (Freckle)

Personal Health Recording for Quality of Life

- HIPAA compliant EHR designed for supermarket dietitians (over 300 supermarket RD's using today)
- Capture customer interactions: 1 on 1, groups, DSME, in the aisles
- Connect to the health care system
- Bill insurance companies
- Measure sales increase from RD services
- Generate ROI while improving consumer health

Learn More: www.phrql.com



Eat Well, Live Well Program

- 9 Corporate & Regional RDs :
- 4 Pillar Program “Half Plate Healthy”
 - Corporate & Employee Wellness “Challenge”
 - Wellness Keys on Products (gluten free, vegan, high in calcium, etc.)
 - Eat Well, Live Well prepared foods
 - Medical “Sneak Peak” to engage local health professionals

Jane Andrews, RD – TEDxRochester presentation <http://bit.ly/1Gsxyw>

Wegmans



85 Store Locations:

New York

New Jersey

Maryland

Massachusetts

Pennsylvania

Virginia

Wegmans

Join us for our Sneak Peek Event for Medical Professionals
Get a taste of our newest Wegmans before Grand Opening!



*Learn how we can help you
and your patients at Wegmans*

Wednesday, May 18, 2011

6:30 PM — 8:45 PM

Wegmans Frederick

7830 Wormans Mill Rd., Frederick, MD 21701

Learn how Wegmans helps customers with

- Health and wellness
- Information, products, and recipes related to diabetes, celiac disease, heart health, and food allergies
- Healthy, easy, affordable meals
- Food safety
- Pharmacy services

Please join us for a fun & informative evening

6:30 PM – 7:30 PM - Meet, greet and eat! Sample a variety of fresh appetizers while visiting our special information booths.

7:30 PM – 8:30 PM - Presentations by Wegmans registered dietitians, pharmacist, and food scientist.

8:30 PM – 8:45 PM - Q&A session, raffle prize drawings, and a complimentary gift bag to everyone attending!



It's like having your own personal shopper, chef, and wellness coach!

7 Regional Dietitians Throughout Texas

- Cooking Classes
- Nutrition Consultations in-store
- Group Health Classes
- Grocery Store Tours
- Lunch and Learn for Health Professionals
- Corporate Worksite Wellness
- Community Events
- Media Outreach



Rita Zapén, MS, RD, LD, CDE
H-E-B Dietitian



Lorena Kaplen, RD, LD
H-E-B Dietitian



H-E-B health & wellness nutrition services



www.heb.com/nutrition



Grand prize winners
Customer: David N. (53lbs lost) ←
Partner: Fred Trevino (53.8lbs lost) →



May 9, 2015
Community Overall Winner **10,000**
Ten Thousand & 00/100
Site Drive, San Antonio

May 9, 2015
Partner Overall Winner **10,000**
Ten Thousand & 00/100
Site Drive, San Antonio



Eat Well at Festival Foods



Stephanie Schultz, MSM, RDN, CD
Wellness & Communications
Director

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Festival Foods

Brand Partnerships to Engage Customers

- Weekly Circular (print and online)
 - Additional:
 - Radio Lives, Cooking Videos, Blogs, Social Media
 - In-store display execution
 - RD Regional Managers/Store Leads
 - Tie in additional partnerships
 - These must work with vendor partners
 - Sales/Reports
-

Sweet & Sloppy Joes



eat well
weather you!

Cooking Corner Sweet and Sloppy Joes

Fresh Ground Chicken
breast meat
\$3.48 lb. **save \$1.01/lb.**

Jumbo Yellow Sweet Onions
\$1.98 **save 71¢**

Sun-Mald Raisins
20 oz. canister
\$2.99 **save \$1.00**

Homestyle Hamburger Buns
8 count package - white, wheat or multigrain
\$1.99 **save up to \$2.00**

Eat Well Garden Cucumber Salad
FROM OUR DELI
\$1.99 **save up to \$1.28**

Lipton Black Tea
24 count package
\$2.99* **save up to \$2.00**

Lipton Iced Tea Brew
24 count package
\$1.99* **save up to \$1.28**

fresh & veggies more matters.

Cooking Corner Sweet and Sloppy Joes

Ingredients:

- 2 tsp. canola oil
- 1 cup sliced bell peppers (red, green, yellow or orange)
- 1/2 cup chopped onion
- 1 lb. ground chicken breast
- 1 can (14 oz.) tomato sauce
- 1/4 cup water
- 1/2 cup dash of golden brown or onion
- 2 tsp. ancho chili powder
- 1 tsp. dried oregano leaves
- 1/4 tsp. salt
- 4 multigrain hamburger buns, split

Directions:

- Heat oil in large skillet; add bell peppers and onion and cook 3-4 minutes. Add ground chicken to pan with onion and pepper and cook for 7-8 minutes, until thoroughly cooked, stirring occasionally.
- Stir in tomato sauce, water, raisins, ancho chili powder, oregano and salt; bring to a boil. Reduce heat; simmer uncovered, 15 to 20 minutes or until sauce thickens slightly, stirring occasionally.
- Spoon chicken Sweet and Sloppy into multigrain buns. Serve.

fresh & veggies more matters.

September is Fruits & Veggies - More Matters Month!

AD PRICES EFFECTIVE 9/1/18

98¢ Twin French Bread

\$1.48 Large, sweet Cantaloupe

\$1.88 Classics by Palermo's Pizza

\$1.98 Purex Liquid Detergent

\$1.99 Rancher Chips Deluxe, Fridge Shoppers, or Sandies

\$1.99 Barnet O'Fun Original Potato

Sweet & Sloppy Joes

The Dietitian's Top Pick: Lipton® Iced Black Tea + GIVEAWAY!



With the kids back in school, are you looking for a simple weeknight dinner meal idea? Festival's got you covered this week with our family-friendly [Sweet and Sloppy Joes Eat Well](#) [Ad](#)! In order to keep some summertime flare in this comfort food recipe, I'm pairing my Sloppy Joe with this week's pick, Lipton® Iced Black Tea!

Eat Well Wednesday: Infused Iced Tea Recipes + GIVEAWAY!



It never fails that as soon as school starts up for the year, the hot summer weather sneaks back in! Warm days always call for a cool, refreshing drink, so today we're sharing not one but TWO delicious [Lipton® Iced Tea recipes](#) with you! Instead of sipping on sugary sodas or juice drinks, opt for Citrus-Thyme Iced Tea or Basil Mojito Iced Tea, both infused with tons of flavor from fresh herbs and citrus. You can't go wrong with either flavor combination! The nice part about making your own iced tea is that you can control how much sugar is in the final product: skip the sugar altogether or add it in small amounts to meet your taste preference. Be sure to brew up a batch of these thirst-quenching teas as you enjoy the remaining summertime sunshine!

What's your favorite type of fruit to toss in your iced tea? Leave a comment below, and you will be entered to win a special Lipton Tea Gift Basket! (BONUS: Get a double entry if you comment on our [Facebook page](#) as well!) A winner will be chosen on Friday, September 12th at 12pm CT.

Sweet and Sloppy Joes + GIVEAWAY!

There is nothing I love more than taking a traditional recipe and giving it a little twist. The flavor and keep my family excited about mealtime! Today I am making Sloppy Joes with a sweet and smokey twist. And this recipe still embraces the best part of a Sloppy Joe – the sloppy part!



For the week of 9/7/14

Gluten Free

Product suggestions, news and recipes for you and your family!
(Link items denoted in red - this list is not all inclusive)

The Dietitian's Gluten Free Pick

Have you been searching for a nutritious gluten free hamburger bun to accompany a delicious burger or sandwich? Look no further than this week's pick, **Udi's™ Gluten Free Whole Grain Hamburger Buns**. These gluten free, dairy free and soy free hamburger buns are loaded with 6 grams of fiber and 8 grams of protein per bun. The average NuVal® score for a hamburger bun is 27, and these Gluten Free Whole Grain Hamburger Buns get a great NuVal® score of 59! Look for Udi's™ Gluten Free

• Looking for a simple back-to-school meal idea? Whip up family-friendly [Sweet and Sloppy Joes](#) (recipe below) using [Fresh Ground Chicken](#), [Jumbo Yellow Sweet Onions](#) and [Sun Maid® Raisins](#). Try pairing on [Udi's™ Gluten Free Whole Grain Hamburger Buns!](#)

• Stock up on [Topical Food](#) favorites, like [Certified Angus Beef® Ground Round Patties](#), [All Fresh® Chicken Breasts](#), [Kieckhefer® Summer Sausage \(Original and Garlic\)](#), [Garden of Eatin' Gourmet Salas](#) and [TOSTITOS® Tostitos Chips](#).

• In the mood for Italian tonight? Make a spaghetti dish using [Classico® Pasta Sauce](#) and [Certified Angus Beef® Ground Chuck](#), or stop by our deli department for a take-and-bake [Pizza on a Gluten Free Crust](#) (Delicious, Peppermint, Cheese, Sausage, Sausage & Peppersoni). Wash it down with a refreshing [Steez® Organic Tea!](#)

• Packing a lunch is made simple with [Udi's™ Gluten Free Bread!](#) Layer [Jennie-O® Blue Ribbon Turkey Breast](#) or [Chicken of the Sea® Chunk Light Tuna](#) for a delicious sandwich, and pair with sliced [Cantaloupe](#) and [Kemps® Light Yogurt](#).

• Get out your crock pot and cook [Dor County Cherry Pork Tenderloins](#) ([Raspberry Chipotle](#) and [Sun-dried Tomato Basil](#) varieties are also Gluten Free) and [Locally Grown Baby Red Potatoes](#). Serve with [Red Grown](#), or [Black Seedless Grapes](#) and [Enjoy Life® Gluten Free Cookies](#) for dessert!

Sweet and Sloppy Joes

Ingredients:

For the week of 9/7/14

Heart Health

Product suggestions, news and recipes for you and your family!

THE DIETITIAN'S HEART HEALTH PICK

Often referred to as nature's candy, this week's pick, [Sun Maid® Natural California Raisins](#), are simply dried grapes. Without any added sugar, raisins get an excellent NuVal® score of 88! They are naturally cholesterol and fat free, and they are rich in antioxidants, potassium, iron, fiber and important vitamins. Due to their high antioxidant and potassium content, some studies have shown that raisins have a positive effect on blood pressure. Just 1/4 cup of Sun Maid® Raisins gives you one full fruit serving and makes a great post workout or afternoon snack. Try adding raisins to trail mixes, oatmeal, salads, baked goods, desserts and even entrees, like [Sweet and Sloppy Joes](#). [Click here this week at Festival](#), be sure to rev up your [recipes](#) with Sun Maid® Raisins!

Maple Glazed Baked Apples

Ingredients:

- 10 Ways to Enjoy Raisins**
Courtesy of [Fruit & Veggie Matters®](#)
1. Mash ripe bananas, spread the mixture over a bagel, and top with raisins.
 2. Add raisins, dried apple slices, mandarin oranges and cranberries to a bowl of your favorite greens!
 3. Try adding raisins to mashed potatoes or sweet potatoes.
 4. Check out this recipe for [Tuna or Tofu Salad](#).
 5. Toss a handful of raisins into pancake batter, and instead of using syrup, top with fresh berries.
 6. Try adding raisins to your next tuna or chicken salad sandwich.



Company Overview

**Health & Wellness Strategic Priority:
Position Giant Eagle as a destination for Health & Wellness (H&W)
by focusing on customer satisfaction and loyalty.**

- 7 Dietitians in the Corporate Office and the majority of RDs in-store
- Privately owned and family-operated since 1931
- 231 supermarkets and 195 convenience/fuel stores:
Pennsylvania, Ohio, West Virginia and Maryland, Indiana (2015).



Programs in Place to Deliver on H&W Strategy

- Expanded # of stores with consistent Nutrition Services (currently 30)
- Added a dedicated Dietitian to Specialty Pharmacy
- Launched chain-wide Dietitian Pick Program (January 2015)
- H&W involvement in Own Brands Steering Committee
- Optimizing Dietitian Services to meet customer needs
- H&W Alignment with Marketing/Merchandising Editorial Calendar



GIANT EAGLE PRODUCE

DIETITIAN PICK



California Strawberries
1 lb. pkg.

BUY ONE GET ONE FREE

Save with your 

DIETITIAN PICK



Del Monte Large Golden Pineapples

1.99 ea.

HOLIDAY FAVORITES

<p>DIETITIAN PICK</p>  <p>Collard, Kale, Mustard or Turnip Greens</p> <p>99¢ lb.</p>	<p>DIETITIAN PICK</p>  <p>Yams</p> <p>99¢ lb.</p>	<p>DIETITIAN PICK</p>  <p>Sweet Onions</p> <p>99¢ lb.</p>	<p>DIETITIAN PICK</p>  <p>Celery</p> <p>1.89 ea.</p> <p>Save with your </p>
<p>DIETITIAN PICK</p>  <p>Artichokes</p> <p>2 FOR \$4</p>	<p>DIETITIAN PICK</p>  <p>Farmers Market Whole Mushrooms 12 oz. pkg.</p> <p>2 FOR \$5</p> <p>Save with your </p>	<p>DIETITIAN PICK</p>  <p>Asparagus</p> <p>1.99 lb.</p>	<p>DIETITIAN PICK</p>  <p>Farmers Market Red, Restaurant or Gold Potatoes 5 lb. bag</p> <p>2 FOR \$7</p> <p>Save with your </p>
<p>DIETITIAN PICK</p>  <p>Farmers Market Microwave Green Beans 12 oz. or Celery Hearts</p> <p>2.99 ea.</p>	<p>DIETITIAN PICK</p>  <p>Brussels Sprouts</p> <p>2.99 lb.</p>	<p>DIETITIAN PICK</p>  <p>Sun-Maid Raisins 60-oz.</p> <p>3 FOR \$10</p>	<p>DIETITIAN PICK</p>  <p>Farmers Market or Fresh Express Italian, American or Flat Leaf Spinach</p> <p>2 FOR \$5</p> <p>Save with your </p>
	<p>DIETITIAN PICK</p>  <p>Farmers Market or Fresh Express Baby Spinach, Hearts of Romaine or Sweet/Tender Butter Blends</p> <p>2 FOR \$6</p> <p>Save with your </p>	<p>DIETITIAN PICK</p>  <p>Nature's Basket Organic Salads 16 oz. pkg., Spring Mix, Baby Spinach, Baby Lettuce, 50/50 or Baby Kale</p> <p>4.99 ea.</p> <p>Save with your </p>	

GIANT EAGLE

BUY ONE GET ONE FREE
OF LIKE ITEMS OR VARIETIES

CITRUS EVENT

BUY ONE GET ONE FREE
of like items or varieties

CARA CARA ORANGES | 3 LB. BAG

- Contain nearly 20% more vitamin C and 30% more vitamin A than regular navel oranges
- Sweet-tart with a cranberry-like zing
- Available from December through May

Look in this week's Sunday paper for a \$1 off coupon!

BUY ONE GET ONE FREE
of like items or varieties

LEMONS | 2 LB. BAG

- Lemons can be used as an alternative to salt, reducing sodium content in recipes by up to 75%.
- For 2-4 serving recipes, replace salt content with a blend of 1/4 tsp. salt and 1/2 tsp. Sunkist lemon zest during cooking, then finish with 2-1/2 tsp. of Sunkist lemon juice

BUY ONE GET ONE FREE
of like items or varieties

GRAPEFRUITS | 5 LB. BAG

- Grapefruit contains lycopene, a naturally occurring phytonutrient with antioxidant properties
- Grapefruit are an excellent source of antioxidant vitamins A and C

Our Registered Dietitians recommend bolstering your intake of vitamin C with fresh citrus during cold and flu season.

DIETITIAN PICK

Dietitian Picks in Action

- Logo is included on qualifying products in television commercials
- Efforts are made to ensure What's Cookin' recipes and weekly eAdvantage items include Dietitian Pick recipes and products on a routine basis





Halibut with Citrus Sauce



Serves: 4


Prep Time: 10 minutes

Marinating Time: 10 minutes

Bake Time: 15 minutes


Ingredients:

- Giant Eagle® cooking spray
- 1 lb. halibut, cut into 4 4-oz. pieces
- ½ cup orange juice
- 1 Tbsp. orange zest
- 1 tsp. fresh rosemary, minced
- Salt and pepper for seasoning



This Week: Tuna & Pasta Toss

Visit www.GiantEagle.com/whatscookin for the recipe



SAVE MORE WITH



Exclusive, members-only savings loaded directly to your 

OFFER OF THE WEEK

Farmers Market Baby-Cut Carrots 1 lb.



with eAdvantage Limit 1

PRICE WITH  **0.00** w.d.

Discounts will be automatically taken at the register. Requires registration on GiantEagle.com with valid email address.

Supermarket RD Programs

- Hannaford Bros. (New England)
 - ShopRite/Wakefern (NY, NJ, PA)
 - Big Y (MA)
 - United Texas (TX)
 - Lowes Foods (NC)
 - Kroger (OH)
 - King Soopers (CO)
 - HAC Retail (OK)
 - Jewel-Osco (IL)
 - Meijer (MI, IL, NE)
 - Publix (FL)
 - Martin's (Ahold USA – NY, PA)
 - Weis Markets (PA)
 - Redner's Markets (PA)
 - Harmon's (UT)
 - Reasor's (OK)
 - Loblaws (CANADA)
 - Sobey's (CANADA)
-

Health: Impact Public Health

- Disease rates
 - Utilization of healthcare services
 - Changes in consumption (produce, seafood)
 - Knowledge of nutrition
 - Awareness of healthier choices
-

Business: Impact Sales

- Incremental sales of healthier products
 - Increased revenue source(s) from RD programs
 - Increased customer counts, media impressions
 - Competitive advantage
-

CUSTOMER ENGAGEMENT: THE KEY TO SUCCESS



What is Customer Engagement?

The extent of a customer's willingness to invest his or her discretionary time with a company for mutual benefit.

2 Key Components

ADVOCACY
&
INVOLVEMENT

Why is engagement important?

Advocacy & Involvement

- Each advocate brings you **3 new customers**
 - Spend **2x** as other customers with decreased price sensitivity
 - Reach additional 150 people with social media
-

Dietitians are the Key to Engagement



Dietitians' Strategies to Engage Customers

5 Tips on Being a Better Salesperson

1. Share Your Passion & Believe in Your Brand

- Get in “State”
- Relate to people: What’s your story?
Elevator pitch
- Why do you shop at a particular store?



**Tony Robbins is a
master of customer
Engagement
Tonyrobbins.com**

KNOWLEDGE
IS
POWER,
BUT
ENTHUSIASM
PULLS
THE
SWITCH

Image source: [chalkboardwisdom.etsy.com](https://www.etsy.com/shop/chalkboardwisdom)

2. Know Your Customers & Your Competition...and Up Sell

- Why are customers coming to your store?
How can the RD maximize?
- Why one store vs. the competition?
- Increase perceived value of RD services



3. Be An Expert & Be Helpful

- Be prepared!
- Be approachable
- Know the surroundings
- Offer solutions
- Cross training



Image source: chalkboardwisdom.etsy.com

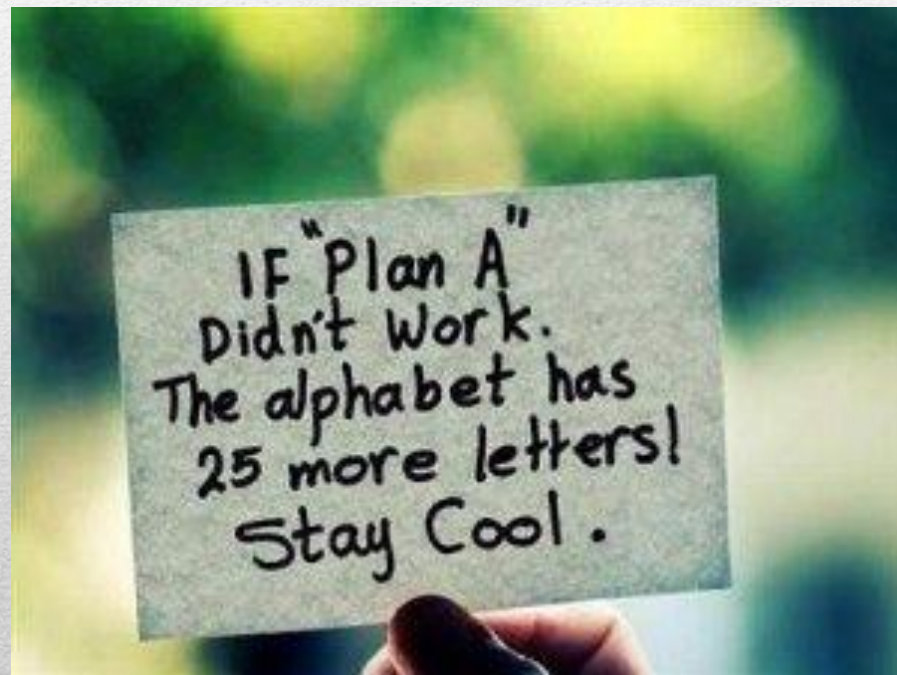
4. Be A Team Player & Learn From Experts

- Learn about the jobs of other store personnel – how can you support each other?
- Find a good salesperson and study them!



5. Anticipate Objections & Learn From Mistakes

- What prevents customers from using your services?
 - time?
 - cost?
 - already healthy?
- Failures are a blessing in disguise



Summary: Success Tips for Dietitians



Image Source: davidolenick.com

1. Share Your Passion & Believe in Your Brand
 2. Know Your Customers & Your Competition & Up-Sell
 3. Be An Expert & Be Helpful
 4. Be A Team Player & Learn from Experts
 5. Anticipate Objections & Learn from Your Mistakes
-

Ideas for Dietitians to Work with Supermarkets

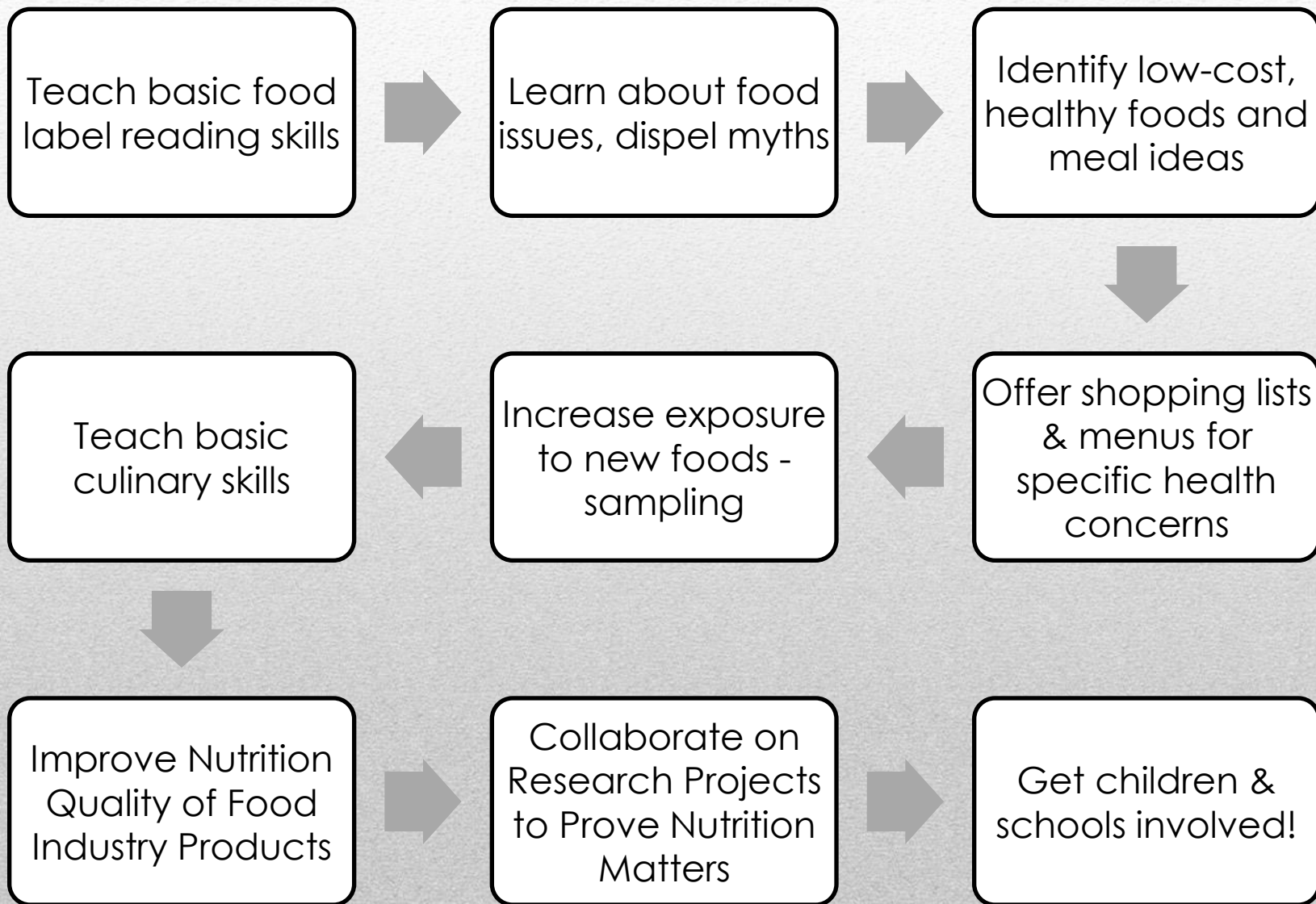




Image source: USDA's Center for Nutrition Policy and Promotion

For More Information...Contact Me



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- Phone: (480) 903-3772

www.neighborhoodnutrition.com

Credit Claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 3 months; you do not have to complete it today.

Credit Claiming Instructions:

1. Go to www.CE.TodaysDietitian.com/SupermarketNutrition **OR** Log in to www.CE.TodaysDietitian.com and go to My Account→ My Activities→ Courses (in Progress) and click on the webinar title.
2. Click “Continue” on the webinar description page. Note: You must be logged-in to see the “Continue” button.
3. Select the Evaluation icon to complete and submit the evaluation.
4. Download and print your certificate.

Please Note: If you access the Evaluation between 3-4 pm ET on 5-27 you may experience a slow connection due to a high volume of users.