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David Taylor Named P&G Board Chairman

Executive Chairman A.G. Lafley to Retire

The Procter & Gamble Company announced that David S. Taylor has been appointed Chairman of the Board, effective July 1. Taylor assumes the position in addition to his role as President and CEO following the retirement of current Executive Chairman A.G. Lafley, who was named as Chairman, President and CEO in 2013.



DAVID S. TAYLOR

"I want to recognize and thank A.G. for his legacy of leadership at P&G," said Mr. Taylor. "Over the past three years in particular, A.G. was instrumental in leading our strategic, leadership and cultural transformation, rationalizing our portfolio, instituting a productivity mindset, and building our global leadership team. We are now better positioned for the long term to address both the challenges and

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Giant Eagle President/COO

John Lucot Retires

After 42 Years of Service



JOHN LUCOT

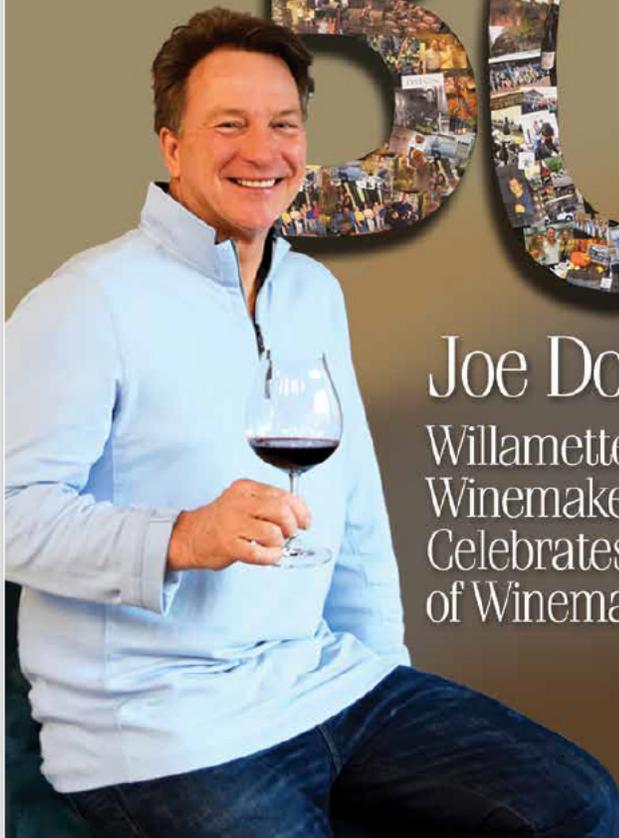
A career that began in 1974 as a Giant Eagle supermarket clerk will end on June 30, as one of the company's most instrumental figures in recent decades, President and Chief Operating Officer John Lucot, retires 42 years of invaluable leadership.

"The fact that I have spent my entire career with Giant Eagle is a testament to the compassionate spirit and commitment to the personal growth of others that is at the core of our wonderful organization," said Lucot. "And it is this commitment to serving others, including our tens of thousands of Team Members and millions of customers, that I will miss most."

"Throughout this difficult decision-making process, my belief in the strength and positive direction of the company has eased my

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A 30 Year Crush



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Winemaker
Celebrates 30 Years
of Winemaking

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■ Making Selling Easier

Self-Marketing - The Salesperson's Other Job

By: **John Graham**

Even highly experienced and successful salespeople can have a blind spot. So intent on what they want to accomplish, it's easy to ignore how others view them. And it isn't always complimentary. "Oh, don't take Sally seriously. Just remember that she's in sales." This is one reason why year-after-year salespeople find themselves on the bottom rung of the public's trust ladder.

Going into sales can be like having three strikes hanging over your head everyday: instant distrust, not being taken seriously, and getting more rejections than you deserve. What's amazing is that so many stay in the field even when few gain significant success.

To cope with these negatives, salespeople have another "other job" and that's marketing themselves more effectively. Here's how to go about it:

1. DEFINE YOURSELF. Cultivating how others perceive them should be the #1 priority for sales professionals. With everything instantaneous, including the way others see them, there are no second chances. No one takes time to figure them out or has time to make an effort to get an accurate picture of what they're all about.

The salesperson's "other job" starts with identifying those characteristics customers value and respond to positively, as well as those that bothers them and cause them to look for someone else.

When salespeople ignore defining themselves, others will do it for them — and chances are the results will

not be what they want.

2. SHARE WHAT YOU KNOW. Having the right selling skills is basic, but salespeople often ignore the critical role knowledge plays in attracting customers and closing sales. Today's customers look for evidence that a salesperson possesses the level of expertise they expect from those they work with.

One of the most effective ways to demonstrate competence in a digital world is blogging. Whether it's making your ideas, experience and knowledge available by email, on your website, in industry publications or posting on LinkedIn, sharing what you know is an excellent way to connect with prospects and to let customers know why it's in their best interest to work with you.

3. BEING ON TIME. It may seem like a minor, relatively unimportant, or overly compulsive issue, but being on time is a performance benchmark. Having a reputation for being late sticks; it doesn't go away. "Don't give that assignment to him," the manager said. "He never meets deadlines."

Anyone in sales who wants to show customers that they are dependable, reliable, and can be counted on, being on time sends the message, a characteristic that has immense value in business.

4. NOT TALKING ABOUT YOURSELF. Some salespeople just can't resist trying to impress prospects and customers by interjecting themselves (and often their customers) into the conversation. It's easy to forget that those we speak with are interested in overcoming their problems, having their needs met, and pursuing their opportunities, not listening to a sales-

person "stories".

It's your solutions, not your "war stories" that get your customers' attention. When you give them what they need, they'll be quick to tell others what you have done for them.

5. DEVELOP A GIVE-AND-TAKE STYLE. What today's customers are looking for in a salesperson is dialogue, not a sales pitch. They want someone who takes time to interact with them, answering questions, and, most of all, being patient. Customers want to make the best possible decisions, not live with regrets.

What this takes is a "give-and-take" style that focuses on what customers are thinking about and wrestling with mentally. It isn't just a matter of having the right information; it's more about having an understanding of what's involved in making a purchase, whether it's a large item like a car, an intangible such as insurance, or something as seemingly ordinary as a pair of jeans.

6. TAKE OWNERSHIP OF COMMUNICATION. Here are two examples of salespeople who do it right. The first is the only auto salesperson I remember clearly. He made sure I didn't forget him by sending along a homey email newsletter that was a fun read.

The other one is a life insurance agent who knows the value of communicating with his clients. In one email he said, "Congratulations for your dutiful attention in making the yearly premium payments, which are guaranteed to continue at the same rate..." It went on to point out how the policy accumulates cash values during the owner's lifetime. It was a welcome reminder of why buying the policy was a prudent decision that deserved careful attention.

Both salespeople took ownership of their communication. Neither expected someone else to do it for them. Both recognized that the customers are theirs, and communicating with them is a key to their continued success.

7. DO THE BEST THING. Eric Zelermyer, a senior iOS developer at Resy Network in New York, points out in his "Why You Are Not Steve Jobs" article what made Jobs an icon. It was a "relentless devotion to minute improvements in product design [that] engendered, over time, the emotional attachment of many millions of so-called 'fanboys'."

Apple under Steve Jobs "consistently placed the improvement of their products over easy temptations of short-term profit," says Zelermyer. More than once, he pushed the company to the brink of bankruptcy rather than compromise this principle. For Steve Jobs the focus was never on the product as such; it was always on the user experience. He went far beyond simply doing the right thing. It was all about doing the best thing.

It's the same for salespeople and it results in what Apple has proven to be the Holy Grail of sales: not just fanboys, but customers for life.

All of which suggests that salespeople would do well to recognize what customers are looking for today. Transparency and authenticity is what "clicks" with them. Building that sense of trust is the salesperson's "other job".

JOHN GRAHAM of GrahamComm is a marketing and sales consultant and business writer. He publishes a free monthly eBulletin, "No Nonsense Marketing & Sales." Contact him at jgraham@grahamcomm.com, 617-774-9759 or johngraham.com.



Nutrition Leaders Council Will Help Move Nutrition to the Core of Health Care

By: **Michael Stroka, JD, MBA, MS, CNS, LDN**, and Executive Director of Board for Certification Nutrition Specialist

While nutritional supplements have recently faced many threats, health care professionals are encountering obstacles as well. For example, exclusionary regulatory regimes for nutrition counseling in several states make it illegal for many qualified, highly credentialed nutrition practitioners to provide supplement and nutrition advice to their patients.

A new group, the Nutrition Leaders Council, has formed to help advance and grow the nutrition profession so health care practitioners are empowered to use nutrition as a primary tool in their practice.

In an effort to help advance nutrition to the core of America's health

care, the Nutrition Leaders Council will partner with a consortium of important nutrition organizations, including the Board for Certification of Nutrition Specialists (BCNS) and their Certified Nutrition Specialists (CNS); the Center for Nutrition Advocacy (CNA), which advocates for practice and insurance rights for practitioners; and the American Nutrition Association (ANA), which educates professionals and the public.

It was important for us to first put the organizational infrastructure in place for a highly respected and recognized nutrition profession. Now the Nutrition Leaders Council is going to help us usher in the second phase of moving nutrition to the core of health care.

Consumers' trust in the use of dietary supplements stems in great part from the advice of their health

care practitioner, such as a credentialed nutritionist, medical doctor, naturopathic physician, chiropractor, acupuncturist or pharmacist. Research in *JAMA* reports that 23 percent of supplement sales are based on health care practitioner recommendations alone, translating to approximately \$9 billion in annual supplement sales, based on data from *Nutrition Business Journal*.

We know nutrition is the single most powerful determinant of a person's health. The leaders who make up the Nutrition Leaders Council have aligned efforts with BCNS and other highly respected nutrition organizations, which will help us ensure that trained health care practitioners have the capability to provide quality nutrition and supplement recommendations to patients for improved health.

In 16 states many highly credentialed nutrition practitioners, who often have more advanced training than registered dietitians (RDs), are currently not allowed to give nutrition and supplement advice, due to state licensing laws that make it illegal. However, in the past five years, BCNS, CNA and ANA have made significant progress toward a more inclusive regulatory environment by spearheading opposition to anti-competitive bills, laws, regulations, and promoting more inclusive ones, in order to allow a variety of health care practitioners to legally provide nutrition and supplement advice.

These exclusionary laws and regulations have a huge cost to the health of Americans. Just as practitioners need high-quality sources of nutrition, the industry needs an empowered nutrition profession.

MICHAEL STROKA, JD, MBA, MS, CNS, LDN is Executive Director of the Board for Certification of Nutrition Specialists, the foremost credentialing body for advanced nutrition professionals, and its Center for Nutrition Advocacy, the leading advocate for expansion of nutrition and nutrition professionals in public and private policy. He serves as president of the American Nutrition Association, which promotes optimal health through nutrition and wellness education. Stroka redirected his career focus to transforming human health through nutrition, after suffering a serious health condition that was reversed through nutrition. He holds a BSFS from Georgetown University's School of Foreign Service, a law degree from the University of Virginia School of Law, an MBA from Virginia's Darden Graduate School of Business Administration and an MS in Human Nutrition from the University of Bridgeport. Previously, Stroka was a business strategy project leader at Boston Consulting Group. He is a licensed attorney and a licensed nutritionist in Illinois. Stroka is a Certified Nutrition Specialist (CNS) and serves as vice chair of the Illinois Dietitian Nutritionist Practice Board.