



# Retail Beef Blast

Funded by The Beef Checkoff

January 2010

## Retailer Spotlight

**Dahl's Launches  
Holiday BAM  
Promotion**

## Go Above and Beyond with Excellent Customer Service

As we start off 2010 with a bang, encourage your meat department staff to take customer service to the next level this year. With the national economy still trying to rebound, it is more important than ever to keep customers coming back to your store. One of the best ways to do this is to be known for great customer service. It's amazing what a smile and a little extra help can do! Read on to learn statistics about customer service and how excellent customer service can make a tremendous difference on your bottom line.



[Step up your customer service...](#)

## Quick Links

**Beef "A" Ads  
Increase in  
November**

**2010 Checkoff  
Programming  
Update**

**Easter and Passover  
Merchandising**

**Stop by Our Booth  
at the Upcoming  
National Grocer's  
Association Annual  
Conference**

## Increase Profits with Cross Merchandising

As you plan for the year ahead, keep cross merchandising top of mind. Working with other departments to promote various related items can increase sales. Put teamwork into action! Customers will appreciate the convenient locations of items they can quickly add to their shopping carts as they put meals together. Read on to get cross merchandising ideas for your store.

[Work together to promote related items...](#)

## Job Opening

**Looking for:  
Marketing Manager**

## Farewell and Best Wishes

With the relocation of NCBA's Culinary Center in Chicago to its Denver headquarters, Randy Irion, who was based in Chicago, has chosen to leave the NCBA at the end of 2009. Randy's many contributions to the Retail Marketing program, during his seven years at the NCBA as the Director, Marketing, served the industry well. His responsibilities have been reassigned to other NCBA Retail Marketing staff. We wish Randy the best of luck in his new endeavors.

## Contact Us

**Marketing Team**

**State Beef Councils**

## Additional Resources



[Top 10 Pot Roasts \(Q2 2009\)](#)  
[Top 10 Oven Roasts \(Q2 2009\)](#)  
[NEW VIDEOS: Slice 'n Save  
Beef Alternative Merchandising  
\(BAM\) Roast POS](#)  
[Beef Training Camp: Customer  
Service](#)



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