

Grocery Store Staff Training

Would you like to:

- Increase Sales?
- Increase Customer Loyalty?
- Increase Employee Retention?

Then Train Your Staff!

Well-informed grocery store personnel enjoy sharing their knowledge with customers, and customers prefer shopping at grocery stores with well-informed staff. So training your staff is an excellent way to increase your sales, customer loyalty, and employee satisfaction — it's a win-win proposition!

Your staff training event can be customized to focus upon capitalizing on your strengths and on improving your areas of weakness.

- Customer-Focused Training Session Options
 - Meats & Poultry — Best Easy Recipes
 - Mooooovers & Shakers in Dairy
 - Seafood — Get It In — Sell It Fast!
 - Produce — It Looks Good... But What's It For?
 - 24-Carrot Gold Top of the Line Produce
 - Hot Cakes & Cool Tastes in Bakery
 - Deli is Short for Delicious
 - Yes You Can-Can Sell the Groceries! Everybody Can-Can!
 - Service Etiquette — Smiles Everyone!
 - Cashiers Have the Final Say. Is it Memorable? *How Memorable?*
 - Recipe-Driven Promotion Strategies
 - Guided Shopping Experiences
 - Meal Clustering
 - Health Food
 - "Exotic" Food
 - Accommodating Special Diet Needs

Cheryl Mochau

- Personal Chef • Cooking Instructor • Author •
• Motivational Speaker • Food Consultant •



Personal Chef **Cheryl Mochau** is the owner of **Cheryl Really Cooks!**, a personal chef service based in Evansville, Indiana, and is the author of the low fat cookbook "**A Personal Chef Cooks.**"

Fifteen years of professional cooking as a personal chef — including grocery shopping five days a week, sometimes as often as two or three times a day — has given Cheryl a unique opportunity to observe what works in a grocery store setting.

Using her fun personality and passion for teaching, Cheryl describes in full detail what it's like on the customer's side of the counter. Her fast-paced, informative talks are designed to alert your staff to everyday customer's expectations and how they can meet — and exceed — those expectations to increase customer loyalty to your grocery store. Your staff will never be the same once they learn these critical techniques and get to sample a variety of those mysterious foods during their Breakout Sessions. Of course, lively Q&A is always encouraged.

Testimonials

"Cheryl is an excellent instructor — both knowledgeable and personable." J.B., Student, Women's Health Center of the North Shore

"Cheryl Mochau was excellent!" N.N., Nurse, Deaconess Hospital

TO SCHEDULE A SPEAKING ENGAGEMENT, OR FOR MORE INFO, PLEASE CONTACT:

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