

Get Your Customers to Change! How to Sell Nutrition

Dorothy Shaver, RD, LD/N
Kroger Dietitian



Today

- How to sell nutrition.
- How to engage our customers.
- How to enhance our presentations.



Our Customers

- Who are they?
 - Friends
 - Family
 - Patients
 - Clients
 - Customers
 - Neighbors
 - Public



What are we saying?

- No sweets
- No ice cream
- Trade beef for fish
- No more of your favorites
- Beer? No Way!
- Vegetables, Vegetables, Vegetables
- Cardboard grains
- Allergy? I am so sorry.



What are we selling?

- No sweets, No ice cream, Trade beef for fish, No more of your favorites, Beer? No Way!, Vegetables, Vegetables, Vegetables, Cardboard grains, Allergy? I am so sorry.
- Who would buy that? Would you?



Our Competition

- Pills
- Quick fixes
- Fad diets
- Exercise machines
- Infomercials
- Shakes
- Powders



How can we compete?

- Sell Nutrition!
- Find out what motivates them.
- Listen to the infomercials, look at ads.
- Change them NOW!
- Be real.
- Show off your knowledge.
- They're smart.



Nutrition is...

- Sexy
- Fun
- Easy
- Inexpensive
- Brain Food
- Natural Wrinkle Cream
- Delicious
- Healthy
- Everything!



Sell it!

- In your presentations
- One-On-One
- At dinner
- At lunch
- In meetings
- In the media
- Example
- Eat well



How to sell it

- Give them food back
- Work with their favorites
- Tell stories
- Make one change at a time
- Use their ideas
- Read handouts
- Tell them to ask why



Group Presentation

- Read their faces
- Ask questions
- Speak their language
- Get them back
- Assure them
- Have fun
- Repeat, repeat, repeat



One-on-One

- Why are they coming to see you?
- What are their goals?
- No cookie cutter plans
- Use your expertise
- Listen, Listen, Listen
- Teach them how to eat
- Tell them what they need to know



In Public

- Introduce people to new foods
- Be excited about your meals
- Experiment on friends and family
- Take every opportunity to teach
- Don't get upset, educate
- Get people excited about food
- Eat because you love food



Create an Infomercial

- What would your commercial be?
- Who is your target?
- How are you going to sell your product?
- How are you going to get them to continue to come back?
- What are you going to change in their lives to make it easier?



Take Home Messages

- You should be able to answer YES:
- Would you do everything you say?
 - Does what you say apply to them?
 - Can they use your information?
 - Is it easy?
 - Are you going to help their lives?
 - Can they do this?



Have Fun!

- Make them want to come back
- Keep them hungry for more
- Tell them stories
- They will come for you
- They like people, not sessions
- Customers want to be loved
- Allow them to please you



Questions?

Dorothy Shaver, RD, LD/N
Kroger Dietitian

Missionnutrition@kroger.com

540-561-3341

