



Your Sponsorship Opportunity

Bakery: Product Knowledge for Retail Staff

SUPERVALU, Meijer, IDDBA and LearnSomething, Inc. are seeking sponsorships for the development of an online training program in bakery operations and products for entry-level supermarket associates. Different sponsorship levels for **Bakery: Product Knowledge for Retail Staff** are available.

Bakery: Product Knowledge for Retail Staff is the fourth program in the *Prepare to Sell Fresh Perishable Foods Series*.

Benefits of Bakery eLearning Sponsorship

- Foster stronger relationships with retailers
- Be recognized as a proactive provider of cutting-edge technology solutions for retailers
- Provide a value-added, cost-effective service to your customers
- Train retail associates to effectively sell your products while providing product solutions to customers
- Use the finished training program(s) within your company
- Increase awareness of your company and brand at store level
- Input into program content/development (available at most levels of sponsorship)

Sponsorships start at \$5,000 and go to \$50,000.

For more information, contact our Retail Partners or IDDBA:

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Bakery: Product Knowledge for Retail Staff — Proposed Content

Goal: To create an online program that teaches supermarket employees:

- Basic information about the in-store bakery and its products
- How to use that information to provide customers in the bakery department with answers and solutions

Audience: Entry-level employees

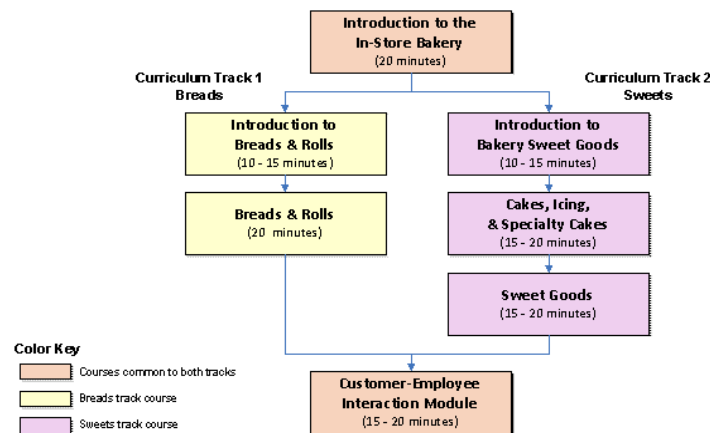
Proposed Program Objectives:

- Recognize the importance of bakery sales to your store
- Recognize the importance of bakery product's seasonality
- Communicate basic information related to the production of baked goods (e.g., ingredients, product quality, general handling requirements, terminology)
- Identify product types, handling, and packaging information for these categories: breads and rolls, cakes, sweet goods
- Answer common questions about bakery products

- Use bakery product knowledge to provide excellent customer service

Program Structure:

- Two tracks of content: One for **Breads and Rolls** and one for **Sweet Goods**.
- Each track will share a 20-minute introductory module that introduces the learner to the Bakery department and the important role of a bakery employee.
- The Breads and Rolls track will include a 10-15 minute introductory module that covers basic information about the category of Breads and Rolls followed by a 20-minute content module on specific products (e.g., pan breads, hearth breads, rolls).
- The Sweet Goods track will include a 10-15 minute introductory module that covers basic information about the category of Bakery Sweet Goods followed by two 15-20 minute content modules on specific products. The first module will cover Cakes, Icings, & Specialty Cakes, and the second will cover Sweet Goods (e.g. pies, cookies, donuts, pastries, etc.)
- The final module (shared by each track) will be a 15-20 minute module covering how to interact effectively with customers in the bakery.



More Information on *Prepare to Sell* Training

The International Dairy•Deli•Bakery Association (IDDBA) and LearnSomething, Inc. (LS) are developing online training programs for perishable department associates. Programs are based on LearnSomething's highly-acclaimed ***Prepare to Sell*** series.

Prepare to Sell, Fresh Perishable Foods programs combine LearnSomething's experience as a developer of effective, supermarket eLearning programs with IDDBA's and retailers' strong expertise in the supermarket deli and bakery industries. To succeed in the marketplace, associates will need to sell more than high-quality, convenient products. They'll need to sell *total solutions* that meet customer needs.

Benefits of the *Prepare to Sell Fresh Perishable Foods* Series

- Improves employee performance in six fresh perishable departments: bakery, cheese, deli, produce, meat, and seafood
- Provides both customer engagement skills and category product knowledge in engaging multimedia format reinforced with activities and assessments
- Includes a Learning Management System (LMS) that allows management to centrally track associate progress over multiple stores and to customize reports

