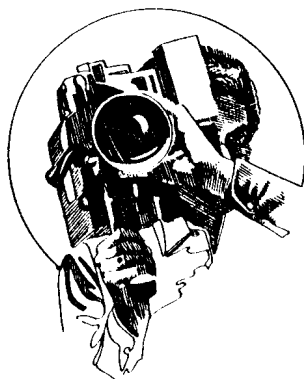


Education & Training

Video Training Tape Lending Library

*A VGA Program To
Better Serve our Members In Meeting
The Everchanging Needs & Desires of Consumers . . .*



In order to assist a retailers growing need to properly train their associates in the
fundamentals of the food business,

VGA has available to members video training tapes.

These tapes are available for a **FREE** two week loan to members.

(\$10.00 charge applies to late returns only).

Members may also view tapes at the association office.

Enclosed is a brief description of training materials
available to VGA members.

For additional information on our lending library call

1-800-842-8503 or 802-775-5460

- Tape #1 Robbery Deterrence and Personal Safety
This program teaches store managers and associates the strategies and skills that will help to avoid incidents of robbery, violence, shoplifting, and sexual assault as well as how to manage the situation if these events do occur. This presentation has been developed by leading security experts from across the country. A must-have guide for training employees.
- Tape #2 Shoplifting Prevention
Emphasizes PREVENTION, not apprehension principles . . . presents a variety of visual shoplifting techniques to sharpen employees' skills in observation and prevention.
- Tape #3 Shoplifting Prevention: Making the Call
26-Minute Video...Store detectives and others who stop customers suspected of shoplifting must be sensitive and be able to react effectively to different situations that arise. This video presents a number of scenarios that depict store detectives stopping customers who are seen concealing a product.
- Tape #4 Thieves Market
13-Minute Video...This video will educate management, law enforcement & state legislative committees about the enormous problem of organized shoplifting gangs or professional thieves. Discussed is how these criminals work, why they choose one particular store over another, & what types of security equipment and procedures deter them.
- Tape #5 Checker #3
26-Minute Video...Cashier theft accounts for as much as 60 percent of all theft in large stores and 75 percent in small. Checker #3 portrays the nine most repetitive thefts that create overages in both the conventional and scanner registers, overages that will be retrieved by the dishonest cashier by shift end. Smart cashier thieves will balance!
- Tape #6 Check the Detail Tape! (Follow-up to Checker #3)
46-Minute Video...Deals with cashier theft techniques on both the conventional and scanner registers. Techniques will be those used for personal theft and for discounting of sales to friends and family. Learn how to check the detail tape and how to analyze the shift report, learning the combination theft tracks on the report for spotting a dishonest cashier.
- Tape # 7 The Honest Mistake
37-Minute Video...Delivery man Cashiering Theft. Twenty-seven delivery man theft techniques.
- Tape #8 Delivery Receiving Policies
30-Minute Video... Follow-up to the Honest Mistake.
- CD-ROM #9 Robbery Deterrence & Personal Safety Training Tools
Training store employees on robbery deterrence is critical for their safety and that of the customer. These tools train employees with proven, solid, everyday practices to avoid industry related crimes
- CD-ROM #10 Inventory Loss: How to Prevent It
Preventing inventory loss is critical to the success of a store. This interactive program is specifically designed to teach store associates what inventory loss is, how it occurs, and how to prevent it.
- Tape # 11 The Importance of the Front End
The front end of the retail food store is the "heart beat" of the entire operation. It is perhaps the most important department in the store because, for the customer, it provides both the first and last impressions. This module emphasizes the importance of sound front end operation and its effect on the total store operations.
- Tape # 12 "Be My Guest" Customer Service Training
37-Minute Video...Quality customer service and a positive attitude towards sales keep customers coming back again and again. "Be My Guest" teaches courtesy, friendliness and the importance of a satisfied customer.
- Tape # 13 Handling Complaints & The Irate Customer
Skills to solve problems, handling complaints and deal with irate, even furious customers. How to immediately solve simple complaints or handle complex problems.
- Tape # 14 Sweetheart Cashiering
14-Minute Video...You will learn why sweethearting has the potential of tripling with scanners. You will watch, but not detect how dishonest cashiers discount sales for friends and family. We then point out the weakness on both the conventional and scanner registers that encourage sweethearting.
- Tape # 15 Discounting Sales
17-Minute Video...Follow-up to Sweetheart Cashiering. Discusses controls and policies to prevent discounting sales for friends and family.
- DVD# 16 Bag It Right! Bagging with Plastic and Paper
16-Minute DVD... Improve customer satisfaction through proper bagging techniques.

- Tape # 17 Proper Bagging Techniques
19-Minute Video...A graphic step-by-step illustration of the 10 steps in proper bagging. Plus how to handle delicate products and customer service concerns.
- DVD #18 Ready, Set, Bag!
80-Minute DVD...Documentary of 8 real baggers on the way to the National Bagger Competition.
- Tape # 19 Cashing Checks
Many food stores cash as many, if not more, checks than their local bank. Since a high percentage of all purchases are being paid for by check, cashiers must be proficient in handling them. The many important elements of check cashing are illustrated here.
- Tape # 20 Coupon Handling Practices
This presentation provides retailers with the type of training program needed at the store level to reinforce and/or improve existing coupon handling practices. The procedures learned can help reduce costs and handling time while increasing efficiency.
- Tape #22 Responsible Tobacco Retailing
17-Minute Video...A tutorial for selling tobacco responsibly.
- Tape #23 Techniques of Alcohol Management
The illegal sale of alcohol to minors can have legal and financial consequences for both your company and its employees. This program is specifically designed to teach store managers and employees how to legally sell these products. This program has been a recognized industry standard since 1986 and the updated version assists employees: learn how to handle intoxicated customers, reduce theft of alcohol, prevent third party sales, and reduce liability to themselves and their stores.
- DVD #24 Stock it Right!
Contains important information about opening cases and stocking shelves. Through its effective instructional design, the video uses graphics, visual examples and reviews to increase learner retention.
- Tape #25 Shelf Stocking/Conditioning
13-Minute Video...Discusses simple work guidelines that include the proper use of shelf and case labels .. utilizing both hands to maximize productivity, shelf cleaning and other essential techniques; it focuses on specific techniques for good shelf conditioning including pros and cons of each technique and alternative uses.
- Tape # 26 If Our Shelves Could Talk
16-Minute Video...This video analyzes the difference in the American supermarket and abroad. It talks about the community benefits of having a food market in a neighborhood.
- Tape # 27 Service Seafood: Focus on Selling
Shoppers' lack of product knowledge has been shown to be a significant impediment to increased sales in service seafood departments; this tape concentrates heavily on techniques clerks can use to elicit customer questions and pass along product knowledge to ensure the sale.
- DVD # 28 Quality Service, Quality Produce
23-Minute DVD...An educational DVD focusing on the importance of service and quality especially in the Produce Section.
- Tape #29 Produce Merchandising & Maintenance
This program acquaints the new produce clerk with the basic principles of merchandising ... what the individual must know and do to carry out a merchandising strategy including display building, conditioning and maintenance.
- Tape #30 Produce Identification: Vegetables
This program is designed for cashiers and produce personnel to aid them in vegetable identification. Through repetition, family grouping and tips, your personnel will be guided through the maze of sound-alike, look-alike vegetables that are found in your store.
- Tape #31 Produce Identification: Fruits
Like the vegetable program, this tape will aid your cashiers and produce personnel in produce recognition. The program uses repetition, clear descriptions, family groupings and tips to aid your staff in recognizing and remembering the many varieties of fruit found in your store.
- Tape #32 Fruit Basket Construction
Demonstrates how to properly build a fresh fruit arrangement ... which can add sales and profits to any store, using each of the following supplies: wicker, corrugated, plastic, and small baskets.
- Tape # 33 Deli Operation
Focuses on merchandising through strategic placement of high-profit items and case layout to enhance impulse purchases, suggestive selling through sampling, customer courtesy, inventory control, rotation, code dating and product freshening procedures.
- Tape #34 Intro to Food Safety
This tape focuses on the basic causes of food borne illness and provides the strategies and techniques for employees to use to prevent its outbreak in any type of food service operation. By applying the techniques shown on this training video, employees both new and experienced will be able to avoid situations that could lead to food contamination and food borne illness.

- Tape #35 The Danger Zone (Deli and Food Safety and Sanitation)
30-Minute Video...A program that will help you train employees in proper food handling. It is designed to help you by giving information you need to keep the food you serve safe.
- DVD #36 A Day in the Deli
21-Minute DVD...This training video provided a basic orientation for new deli department employees and highlights skills and sales techniques to help build traffic and increase sales. The video focuses on the priorities of the deli department freshness, strong customer service, professionalism and food safety.
- Tape #37 Service Deli: Focus on Selling
Because the majority of customers who enter the service meat department have a specific purchase in mind, this video-tape heavily emphasizes opportunities for suggestive selling of products that compliment the customer's meat purchase, including (but not necessarily limited to) sauces, condiments, cooking utensils and produce.
- Audio Sessions Presented by Worldwide Multimedia Presentations, INC
- CD #39 Top 10 Ways to Cut Costs in Your Business
CD # 40 Technologies That Will Change the Way You do Business in the Next Five Years
CD # 41 Avoiding Mistakes That Could Put You Out of Business
- Tape #42 Jump Start Your Sales 9.6%
The purpose of this tape is to identify opportunities where YOU might capitalize on customer trends, with the primary goal of increasing sales by at least one more item per customer. According to industry statistics*, one more item purchased by each customer would yield an overall sales increase of 9.6% (*Based on Supermarket averages).
- Tape #43 Ideas to Go
50-Minute Video...In today's tough economic times, retailers are continually looking for new ways to jumpstart their business, streamline efficiencies and entice customers to continue coming to their stores. Finding new profit centers adding additional programs and changing in-store designs can have a tremendous impact on your bottom line.
- Tape #44 Reducing Bad Check Losses
An informational video explaining and showing examples of ways to reduce revenue loss on bad checks.
- CD-ROM #45 The Federal Wage and Hour Law: An Analysis for Grocers
The U.S. Dept. of Labor conducted child labor, wage and hour investigations of 100 randomly selected grocery stores. The investigations will be conducted to determine compliance with the child labor, minimum wage and overtime requirements of the Fair Labor Standards Act. This is in addition to the thousands of investigations conducted annually by the Department of Labor. Violations are subject to fines of up to \$10,000 for each violation. "The Federal Wage-Hour Law: An Analysis for Grocers." This will show you the way to check for common, potential violations.
- Tape #46 Sexual Harassment: Your Rights & Responsibilities
The purpose of this program is to educate your employees at all levels on the subject of sexual harassment. Designed to teach key information such that your employees will understand their rights and responsibilities. Designed to take you through the basics, and help you avoid wrongful termination as much as possible. It also covers material that is important in hiring, appraising job performance, and disciplining employees.
- Tape #47 Avoiding Wrongful Termination
A program developed to train store managers, and others who are in charge of personnel to properly terminate employees.
- Tape #48 Changing Workforce: The Human Factor
12-Minute Video...An analysis of the changing demographics coming into the workforce and the manager's role.
- Tape #49 Unleashing Your Potential
A motivational speaker teaches tips and techniques to unleash your potential in the business world.
- Tape #51 Recruiting Young Associates
12-Minute Video...Target young people by highlighting the exciting career opportunities and salary potential. Includes interviews with CEO's and young professionals.It's a unique recruiting tool that can be used to attract young, talented associates to the supermarket industry.

8 Part CD-ROM Human Resource Tools

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| 1. Human Resource Tools | 5. New Hire Orientation & Training |
| 2. Recruiting | 6. Performance Appraisal |
| 3. Interviewing Skills Assessment | 7. Daily Coaching & Progressive Counseling |
| 4. Interviewing & Selection | 8. Effective Termination Procedures |