

**Retailer Newsletter**

**December 1, 2022**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: It’s Cheaper To Keep Employees Than Hire New Ones**

**Season’s Greetings,**

**In the past, I have written extensively about ‘Recruiting, Hiring, and Training’. So, this month I thought it was time to move up to the next level and focus on retention. I firmly believe that keeping well-trained employees is a better AND cheaper strategy than constantly trying to find new employees as they come and go through the c-store revolving door.**

* **The first thing you must keep in mind when working with potential employees, as well as your current employees, is the importance of treating everyone with *R-E-S-P-E-C-T!* If you have managers dealing with your staff, make sure they understand that this is Rule #1, no matter what. I recall during my years in business how some employees could have a frustrating and/or negative effect on employees and customers by their attitude. There are times when discipling an employee, they may react by spewing 4-letter words out of their mouth. Don’t get drawn into a war of words. Stay professional, keep your cool. Remember, people are always watching and listening to what you (or your managers) do.**
* **Be aware of ‘Quiet Quitting’. Quiet quitting is defined as: “doing the minimum required to do the job and putting in no more time, effort, or enthusiasm than absolutely necessary.” Actually, this person can still be on the job and drawing a paycheck but is only doing the absolute minimum to get by. This person will eventually leave, so you should be watching for this type of behavior. This attitude will affect everyone else on the team!**
* **Train, Train, Train. It has been proven time and time again, many employees quit their job simply because they do not feel comfortable or understand the importance of doing their job. They never received a proper training and the follow-up to reinforce their understanding.**
* **Talk to your staff on a regular basis. Take the time to get to know your employees, listen to their observations and ideas. You should know about their families, their hobbies, and what they like and don’t like about their job. Now, I’m not that naive, I understand there are certain duties in all jobs that are not pleasant and cannot be changed. But wouldn’t it be nice if the ‘boss’ talked to employees, listened to them, and even commiserated with them? I also understand that when you operate multiple locations, you can easily get bogged down in ‘the numbers’, leading your staff to believe that you are ‘hiding in the office’. So, it’s imperative that you find the time to get to know your staff. You cannot manage your business effectively and profitably by setting in your office and not interacting with your employees and customers.**
* **Conduct annual Employee Evaluations. Again, it’s important that employees get feedback from you or their manager on their work performance on a regular basis. There is an easy-to-use evaluation report on our website for your use.**
* **Workplace violence is a constant threat for all employees and employers. Many times, ‘customer to worker’ violence can be avoided by having more than one employee on duty at a time or by using bullet-resistant glass. Worker to worker violence is certainly one problem you can see building over time. Be aware.**
* **Be sure you are paying at or above the going salary rate in your area. Don’t fool yourself into believing you can pay less because your staff does not know what they can earn elsewhere. I never believed in paying my staff ‘minimum wage’. Why you ask? “Because I required (demanded) more than the minimum.**
* **Consider offering *On Demand Pay*. This allows hourly staff members to access as much as 50% of the pay they earned that day. This pay method may encourage your CSRs to volunteer to work added shifts for emergencies since they will receive remuneration the same day. Here are some websites you can check *On Demand Pay*.**
  + **FlexWage**
  + **Paytient**
  + **Instant Financial**
  + **DailyPay**
    - **Money is paid using a pre-loaded credit card.**
* **Think about moving shift change times by considering rush hour traffic. This may alleviate stress on employees getting to work and driving home during hectic travel times.**
* **If possible, allow employees to work at other locations under your ownership. Yes, this may incur some overtime $$ on your end, but it could assist stores short on staff to cover needed shifts. This may also help CSRs to work at stores close to their home. When I owned my stores, I found it was very important to have all our registers arranged in a similar fashion and our check-out sheets/procedures were alike.**
* **Provide uniforms to all staff members. Studies have shown that employees wearing a uniform feel better about their jobs. Name tags help customers get to know CSRs and builds a sense of camaraderie between them.**
* **“Nothing will kill a great employee’s morals faster than watching you tolerate a bad one.” If you have CSRs who are not doing their fair share, you will soon find good employees slacking off a little, as well. Great employees will begin to feel violated because you are allowing poor employees to continue being lazy.**
* **Take time to say “Thank You for your work” to all your employees.**

**If your store is not as profitable as you think it should be, give me a call or email. If you are a supplier or organization with retailers, and they are struggling to maintain profitable stores, please reach out to me. We can help these stores operations and improve profitability!**

**Take the time to enjoy the holiday season with friends and family. If there is one thing I learned (a little too late in my business career), is that you cannot make up for lost time with your children, no matter their age.**

**"Optimism is a happiness magnet. If you stay positive, good things and good people will be drawn to you."**

**Mary Lou Retton**

**Don't be a victim of the 5 Dangerous Words –**

***‘Maybe I’ll Do It Tomorrow’***

**Do it today because tomorrow (~~could be~~) will be too late!**

Tom                                                                       
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***“Our business is making your business better!”***