

**Retailer Newsletter**

**August 1, 2020**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: *Starting Salary***

**Greetings,**

**Recently I was talking with the owner when a customer approached the CSR and asked if they were hiring. The owner overheard this and said, “Yes we are hiring, the pay is $9.50 per hour.” The applicant turned around and walked away without saying a word. The owner looks at me and said, “I guess she didn’t want to work.” I looked at him and said, “I don’t think you wanted to hire her.” He asked me why I thought that. It took me about an hour to explain to him all the reasons why I thought he give the impression of not wanting to hire the potential walk-in applicant. Here are a couple of tips I gave him:**

1. **Sit down with the applicant, preferably away from distractions. You cannot operate the cash register, talk on the phone, email, or text while conducting an interview.**
2. **Tell the applicant about you, your business, and the staff working there. Remember, you are selling yourself and your business to convince the applicant this is the best place to work!**
3. **Give them a ‘Quick App’ (\*). Be sure you do not write any notes/comments on the Application. Always write notes on a different sheet of paper pertaining to the applicant.**
4. **After the applicant has completed the Quick App, ask a few more questions:**

* **Where have they worked?**
* **What type of jobs have they held?**
* **What hours are they willing to work?**
* **What type of jobs have they held?**
* **Why they are looking for a job at this time?**
* **What problems did they incur at their previous jobs?**
* **What did they like at their previous jobs?**
* **What did they dislike at their previous jobs?**
* **What was the salary at their previous jobs?**

1. **Ask some of the questions on the ‘Sample Interview Questions Guide’(\*). This guide consists of 5 pages of questions you should ask each applicant. We designed this form in an effort to help you after you’ve hired the individual. We have all experienced a newly hired employee, that after a month or two, is no longer willing to perform some job responsibilities or will not work some of the hours/days they told you they were willing to work. Sometimes new applicants tell a prospective employer details they want to hear so they will get the job. Most employers will forget and not have documented proof what the applicant told them during the initial interview.**
2. **Be sure to obtain the name and contact info for at least 2 references. The references should be adults, preferably people who know the applicant or have worked with the applicant. I would suggest ending the interview at this point. Advising the applicant, you will contact the references and you will call him/her to set up a second interview. This also is your assurance you have a phone number to contact the applicant.**
3. **At this time advise the applicant that you do background checks and drug testing.**

* **Sometimes just mentioning drug testing will scare off an applicant with a drug problem. You may have avoided hiring a bad employee who would have taken the job to supplement their habit.**

1. **If all indications are positive about this applicant, up to this point, hand them a $10 gift card to a local McDonalds or another popular fast food restaurant and thank them for coming in. This will impress your applicant that you are serious about hiring. It will also impress the applicant how well you take care of your employees.**
2. **After the applicant has left, call the references. If you cannot make contact, call the applicant, and let them know. Advise him/her you will not schedule the second interview until you contact both references.**
3. **As you begin the second interview, finish any questions on the Sample Interview Questions you did not ask. Share some of the job responsibilities they will be doing at your store. (‘CSR Job Description’ \* & ‘Welcome to Our Convenience Store’ \*)**
4. **I would tell the applicant the Starting Salary. Yes, I said *Starting Salary*.**

* **Explain that you will provide a ‘Job Evaluation’ (\*) at the end of 30 days and they will have the ability to earn up to a 10% salary increase depending on the results of the Evaluation.**
* **Tell them there will be another Job Evaluation in 90 days and will have the ability to earn another 10% increase depending on their evaluation.**
* **By providing a written evaluation you are helping the newly hired employee do a better job.**
* **I truly believe, ambitious employees want to know their hard work will pay off. In other words, lazy people are satisfied with the status quo, aggressive people want to achieve a greater salary/job recognition as a result of their above average performance. Now ask yourself, “Which employee do you want working for you?”**

1. **Statistics prove employees leave because they are uncomfortable doing their job. In other words, they were never properly trained to do their job. We suggest you share some of the training they will go through as they start their career at your store, ‘5-Day Training Checklist’ (\*). If your applicant has worked at several C-stores before coming to work for you, you want to be sure they are trained the way *you* conduct business at your store. (Hint: I would never hire a person who has previously worked at numerous C-stores. Important; reason why: they know too much about c-store operation, very possibly dishonest tricks, AND this is the most important – they probably won’t stay long at my store either. These people are drifters, they move from place to place and leave after they have lost interest or wore out their welcome, *getting caught.***

**\* These forms can be found on our website*: Check it out!*** [**www.tsmanagementservices.com**](http://www.tsmanagementservices.com)

**If you follow these steps, you might save yourself some aggravation usually associated with new hires. If you have attended a ‘Recruiting, Hiring, and Training’ seminar with me, you will remember the phrase I use, “The slower you hire, the slower you fire.” Which means, take a little more time in the interview to be sure the person you are about to hire is the right fit for you and your business. Remember, the interview is the time you are looking for reasons you SHOULD hire the applicant and reasons you SHOULD NOT hire the applicant. You should be looking for red flags.**



**I am sure you’ve all heard Target and Walmart have raised their starting salary. If Target’s starting salary is $14 - $15 per hour, what type of person do you expect to hire for $9.50? Don’t kid yourself, if your new applicant is willing to work at your store for less than competitive businesses offer, is it because they can supplement their income by stealing from you? Possibly!**

**I remember when Target raised their starting wage to $11 last year, they found out a better caliber of applicants started to apply. Would the same be true at your store?**

**I can hear some of you thinking, “I can’t afford to pay more than $9.50 per hour, since they won’t stay anyway.” So, which is it, you don’t want to pay more, or they won’t stay? I think it’s probably both. I think you are going to have to make the first move to keep a stable workforce. If you cannot afford to increase your starting salary, maybe your gross profit $$ are too low, or your shrink $$ are too high, or maybe your sales $$ are too low. Maybe, just maybe, it’s a combination of all three. If you want to improve one or all of these areas of your business you will need well trained employees providing great customer service, suggestive selling and you controlling shrink (theft).**

**I recently found this fact at *NACS Magazine*, online. Interesting!**

**52% of customers choose to shop at a store because it gets them in and out the fastest.**

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**Question: is having well-trained, well-compensated CSR’s, providing speedy service customers something you are looking for? Now that sounds like a win-win to me.**

**It appears our current COVID-19 situation may be around for some time. If your safety and sanitation notices are becoming old and tattered, maybe it’s time to replace them. Replace any handwritten signs as well. If your city/state requires a mask when entering a retail business, I’m not sure I would antagonize any customer who may be defying the order. There have been some unpleasant results when business owners confront those few individuals. Be sure your staff (AND you) are wearing a mask anytime working with or near customers.**

**I hope you; your stores, staff, and family stay safe during these trying times.**

**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!**

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