

**Retailer Newsletter**

**August 1, 2021**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: Managers Should Manage**

**Hello,**

**As a habit I’m always looking around when I visit a c-store, or for that matter, any retail establishment that I’m in. I’ll be looking at the store’s appearance (is it clean, well-organized, is it well lit, do the employees act in a professional manner? etc.). In some businesses that I patronize on a regular basis, I’ve noticed one problem that many stores seem to have in common. When the manager is not present, things just don’t seem to be taken care of very well. By that I mean, the store is not as clean, trash isn’t picked up, squeegee buckets are empty, store doesn’t look well organized, and the coolers are not stocked and faced. It occurred to me the manager is the one actually doing most of the little things that the CSR’s should be doing; or the manager constantly directs the staff to do various duties during the time he/she is at the store. The manager (or owner) failed to implement a ‘to-do list’ at the store that CSR’s should complete each shift. I don’t feel this is a situation brought on by the shortage of qualified employees. This problem is ongoing.**

**I’ve consulted with numerous operators (and spoken with many managers as well) and I’ve heard them tell me countless times, “It’s just easier and faster if I do it myself.” Oh really? Maybe it’s a case where the manager wants to have job security so they operate on the premise ‘I want to feel needed, and the store can’t operate without me’. Believe me, the employees will let you or your manager keep doing the daily tasks as long as you want to do them!**

**Many years ago, when I was the manager for Amoco Oil’s training station in Kansas City, my supervisor told me something I remember to this day. The definition of a manager is “getting work done through the efforts of others.” If you are the best tire salesman at the station and you teach two people how to sell tires, they could conceivably outsell you 2-1. If you teach three people, they could outsell you 3-1, and so on. The same is true for performing work assignments at the store. If I teach two staff members how to properly stock and face the cooler, their efforts will exceed what I could do. Does that make sense?**

**It is possible that the time you spend teaching one or two people how to do a certain *one-time job*, may not be worth your effort. However, if we are talking about routine day-to-day chores at the store like cleaning up, stocking the fountain/coffee counter, putting cigarettes away after an order is delivered, etc., it will certainly be worth your time to train them correctly. Now hear comes a good one, “What if you have a car wash at your location and you successfully train your CSRs how to properly solicit car wash sales to your customers?” Do you think they could outsell you? The answer is a definite, ‘You Betcha!’**

**Now take a moment and evaluate your store manager; is he or she fighting you (figuratively, of course) when it comes to training the staff on simple store duties? Maybe your manager needs a little education on Training the Trainer.**

**Take a look at our website, ‘Forms & Reports For Your Business’, and download two vital documents:**

* **5-day Training Checklist**
* **C-Store Cleaning Checklist**

**These forms were never intended to be the perfect tool for all stores. Most may require a little editing for your use. That’s one of the reasons we post forms on our website in WORD, EXCEL, or PUBLISHER, when possible.**

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***“Treat Employees Like They Make A Difference And They Will.”***

**Jim Goodnight CEO SAS**

**The COVID-19 virus is still very active, and the new strain is more contagious and requires that you continue with your pandemic-inspired cleaning and sanitizing procedures. Please keep a hand sanitizer dispenser available for your staff and customers to use. Non-vaccinated CSRs should wear a mask.**

**If you feel your store is not providing the profits you feel are necessary, give us 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 us. We may be able to help.**

**When was the last time you reviewed *your* Safety & Security Handbook for CSRs? If the book is not current, what good is it?**

**Here’s a thought, delegate the responsibility to a manager or trusted CSR to make sure the book is up-to-date.**

**Remember, you must plan for emergencies in our business to remain successful. Accidents will and do happen. Your planning and preparation time will improve your recovery time.**

**According to *NACS Daily*: 80% of the fuel purchased in the US is purchased at a convenience store. That’s good news for us!!**

**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                                                                       
Thomas W. Terrono

**T&S Management Services, LLC  
Instructor / Consultant for the Convenience Store Industry  
Lee's Summit MO 64082-4864**

**816.550.8048**

A person wearing glasses

Description automatically generated with medium confidence

**[tom.tsms@gmail.com](mailto:tom.tsms@gmail.com)**

**[www.tsmanagementservices.com](http://www.tsmanagementservices.com)**

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