

**Retailer Newsletter**

**May 1, 2022**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: How Restaurants Compare to a C-Store?**

**Hi,**

**I became acquainted with the owner of a sports bar/grill near my home shortly after he opened. He expanded his seating (with a substantial bank loan) just prior to the pandemic outbreak. Talk about bad timing! When I look at how Mark operates his business, it reminds me of myself in the early years of my career. He appears to work “8 days” a week, always greeting customers at the door or at their table. I have always admired the staff he has working for him. I once asked him how he managed to find quality employees when the entire world is struggling to find competent workers. He told me he tries to treat each employee as a friend from the first time he meets them. If the initial interview goes well, he sets the applicant up for an interview with one of his current staff members. This allows the new applicant to ask questions they may not feel comfortable asking the owner. It also allows the employee doing the interview to feel like he/she has input in the hiring of new servers and kitchen workers. Mark also provides an incentive ($$) for current staff members to recommend new hires. I recently found out that one of his great part-time servers, who is also a full-time RN at a local hospital, would ask Mark every time she and her family came in to dine, “when can I join your staff?” She saw how much fun the staff had working together, how he treated his employees and customers, and truly wanted to be part of his team.**

**When local regulations forced small businesses to reduce indoor dining operations, Mark developed an outstanding ‘Curb Side/To-Go Business’. I believe his to-go business allowed him to survive until in-person dining returned to normal. By thinking outside the box, Mark came up with a way to save his business and the jobs of ALL his employees.**

**My appreciation for this restaurant operation is because it mirrors a lot of the practices I used as a business owner and employer, i.e.:**

* **Work side-by-side with employees. I believe your staff likes to see YOU working as hard as they do.**
* **Treat employees with respect from the first time you meet them.**
* **Include current staff members in the interviewing process of new prospects.**
* **Offer an incentive to employees who help recruit new employees.**
* **Seek new ways to increase sales and income when conditions warrant. In our business, this may include:**
  + **Enhanced coffee, cappuccino, frozen drinks, etc.**
  + **Expanded Food Service offerings**
    - **Visit your competition with an open mind. What are they doing/offering that you could?**
    - **Utilize Grubhub, DoorDash, or UberEats, if practical.**
    - **A word of caution: due to market fluctuations with prices, some items may be temporarily limited. For example, with the current price~~s~~ of beef, BBQ prices have caused the retail price to soar. Customers are reluctant to spend the extra money and leaving you with waste. Consider eliminating items if the prices are not attractive to buyers.**
  + **Automatic Car Wash**
    - **I realize this item will require a major financial investment, but it also has the potential for a major return on your investment.**
  + **Handicap/Senior Citizen fueling assistance at the pumps.**
  + **Advertise daily specials on Facebook.**

**Many years ago, in my quest to become a better retailer, I read *“The One-Minute Manager”*. It stated three secrets:**

1. ***One-Minute Goals* – all performance starts with clear goals. If you know where you are going, any road will get you there.**
2. ***One-Minute Praising* – praise people as soon as possible.**
3. ***One-Minute Reprimands* – to address mistakes. Make this short and keep it personal (out of earshot of others).**

**This book was a real eye-opener to me as a young, ambitious entrepreneur. It made me realize that I didn’t know as much about managing people as I thought I did. I recommend this book to anyone in a management position, or anyone interested in becoming a manager/supervisor. I have always said you must constantly be searching for ways to become a better retailer, owner, manager, friend, spouse, or parent.**

**A recent article in NACS Daily, *“America’s ‘quit rate’ reached a 20-year high last November. Low pay, a lack of opportunities, and feeling disrespected at work are the top three reasons for the high rate.”* About one-half say child-care issues were a reason to quit when there was a child under the age of 18 at home. I know some of these issues may be something you think you cannot do anything about; however, maybe you can! I suggest you have a face-to-face with all staff members. Maybe the next time you pass out paychecks ask this important question, “Are your family’s needs OK with the hours you are working?” I used to ask employees, “If you could wave a magic wand here at Tom Terrono’s Amoco/BP, what change would you like to see implemented?” The answers may surprise you. Try it.**

**Be sure you always carry a supply of ‘Recruiting Cards’ whenever you are out. If you meet a clerk at a store, a server in a restaurant, or a teller at your bank who provides Great Customer Service, give them a card. Let them know that if they are looking for a part-time position, to give you a call. If they say they are not interested in another position, suggest they hand the card to a friend or associate who may be looking for a new opportunity. As a rule, I did not hire part-time employees, but with today’s hiring situation, most good workers will not leave a job for a position with an unknown company. Once they start working with you on a P/T basis, hopefully they will enjoy the new challenges and they will resign from their other job. Check out our website for Recruiting Cards, ‘Forms and Reports for Your Business’.**

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**No doubt you have heard about the recent shooting in the New York subway. I remember hearing early reports of people hearing ‘fireworks’, which turned out to be gunshots. Please take a few minutes and speak with your family and staff members (especially teenagers who hang out at shopping malls) reminding them to always be aware of their surroundings. This includes being conscious of exit doors, and more importantly, when you ‘think’ you hear fireworks, it’s probably gunfire. Take immediate action!**

**On a personal note, I have been asked to join *b2b Solutions, LLC* as a trainer/consultant. *b2b Solutions* are c-store consultants who have over 500+ years of real-world, hands-on experience. They have worked for or with retailers ranging from single site operators, small to regional chains, petroleum jobbers, and the major oil companies. Their expertise includes operations, marketing, merchandising and foodservice. This should be a good fit for me, and I will continue to serve retailers, managers, and CSRs as I have always done since 2005. I will be posting more information on our website soon. Stay tuned.**

**If your store is not as the 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!**

***"Be miserable or motivate yourself. Whatever has to be done, it’s always your choice."*  
 —Wayne Dyer**

**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

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