

**Retailer Newsletter**

**January 1, 2022**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: Best Wishes To You For A Happy New Year!**

**Hi,**

**Another year has sped by and is in the record books. It seems like it was just yesterday that we were concerned about the effects of Y2K. Remember? That was in 2000, 22 years ago! I will always remember a quote my brother included in my last birthday card; “Life is like a roll of toilet paper, the closer you get to the end, the faster it goes around.” The years are truly speeding by. My hope for you is that you are able to manage a little ‘family time’ in spite of the demands your business places on you. If I had one regret as a small business owner, it is the fact I missed a lot of the early, fun years of my three boys. However, I am trying to make up for it with the grandkids! 😊**

**Did you hear the recent story about Costco alerting its customers to the possibility that their payment information may have been stolen by a credit card skimming device at one of their stores? If it can happen to Costco, it can and may very likely happen to you. The article never mentioned whether this occurred inside the store or at the gas pumps. During our Safety & Security Seminar, I encourage all store owners to inspect each fuel dispenser, ATM, and POS every single day. Be on the lookout for anything out of the ordinary, something that doesn’t belong there, like a skimming device. If you cannot do it yourself, please assign this task to someone you trust explicitly (since you may be financially responsible). As a customer, I inspect each payment terminal I use. I look for missing or ripped security tape, lose or wobbly POS terminals, and anything else that just doesn’t look right. However, since I don’t know what the device ‘should look like’ and you do, I depend on you, and all retailers, to do your due diligence each day to safeguard me and the other customers.**

**Here is a picture I show at training seminars. It depicts various ways your fuel dispenser could be compromised.**

Diagram

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**Please take a moment and watch the *YouTube* video link below. It will show just how quickly a skimmer can be attached to your credit card reader without you or your CSR’s knowledge.**

[**https://www.youtube.com/watch?v=5b1axnNK-wI&ab\_channel=InsideEdition**](https://www.youtube.com/watch?v=5b1axnNK-wI&ab_channel=InsideEdition)

**Most of you know, EMV liability started April 2021. This means retailers who have not upgraded their dispensers are starting to feel the pinch. EMV stands for Europay, MasterCard, and Visa and refers to the increased security of payment card transactions through the use of a chip embedded in credit, debit, and prepaid cards.**

**Chargebacks occur when a customer disputes the charge. These chargebacks have increased significantly this year not only in volume, but also $$ value. The average is now over $70.00 each and growing. Anytime the credit card companies can reduce their losses, they are going to initiate a chargeback to the retailer, that’s you! It has always been that way, and retailers who delay upgrading their dispensers are paying the consequences.**

**The challenges with finding and hiring CSRs continues to be a problem. I know some of you have offered ‘incentives’ to hire new CSRs. This makes me wonder how many of you have been approached by your current staff, those hired before you started offering a hiring incentive, and have been asked “What about me?”. One idea could be an hourly wage your newly hired CSRs are not receiving. I don’t have the answer to this dilemma, but I do suggest you offer them something. Remember, your current staff enabled you to operate your business during the pandemic days.**

**I was speaking with a retailer recently and he shared a hiring idea I thought was worth passing on to you. He told me that just prior to a scheduled appointment with an applicant, he would spend time at the front door, cleaning the glass. He would greet each person entering the store and listen for their reply. When the applicant introduced themself to the CSR and said that he/she was there for an interview, the retailer would think back to the response the applicant had made to his initial greeting at the door. If the new applicant didn’t respond to his cheerful “Hello, how are you today?”, he knew that was a person who would not interact with his customers. I’m a firm believer, you can teach almost anybody to operate the cash register, make coffee, mop the floor, etc., but you cannot teach people to smile or make small talk with strangers (your customers). Not a bad way to gauge a prospective CSR.**

**If your store is not getting the profits that you believe 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 can help improve store operations and profitability!**

***"There are people who make things happen, there are people who watch things happen, and there are people who wonder what happened. To be successful, you need to be a person who makes things happen."***

***Jim Lovell (command module pilot Apollo 8)***

**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!”***