

**Retailer Newsletter**

**January 1, 2021**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: A Year in Review - 2020 Issues “TIPS”**

**Happy New Year,**

**As we start a new year, I thought we might revisit *Tom’s Tips* from 2020. It was a memorable year, wasn’t it?**

***January – What’s The Most Profitable?***

* **Why you should focus on the most profitable items in your store**

***February – What’s The Value In Safety & Security Training?***

* **Why this training is vital to your staff’s safety & your business survival**

***March – Did Your Sales Increase In 2019?***

* **74% of c-stores had sales increase in 2019. Did you?**

***March 19 – These Are Certainly Challenging Times!***

* **Tips to keep your store clean. (We never thought we would be dealing with this crisis quite so long, did we?)**

***April – What’s The New Normal?***

* **More ideas to keep your store clean**

***April 15 – Covid-19 Update***

* **Thoughts to keep your store, staff, and customers safe**

***May – Do You Have Any Ghosts?***

* **Do you write paychecks to people who don’t actually do any work for you?**

***June – Correct Change***

* **How to help your coin shortage and speed up customer service**

***July – Fountain Drink Service***

* **Improving your fountain/coffee offerings**

***August – Starting Salary***

* **Suggestions to help interviewing/hiring techniques**

***September – Keeping Your Recently Hired Staff***

* **If you want to keep staff you just hired, you need to show them r e s p e c t!**

***October – How Much Does Great Customer Service Really Cost?***

* **4 simple customer service ideas that don’t cost any $$**

***November – Training Does Cost, But It Does Pay $$***

* **Why training is vital to your business survival**

***December – Time Management***

* **Improving your efficiency by avoiding time wasters**

**If any of these topics spark your interest, visit our website and click ‘Tom’s Business Tips – Previous Issues’. You can download and print, or simply read them on-line.**

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

**I just read a story at *RIS News* (Retail Info Systems -info@mail.risnews.com) regarding new thoughts on interviewing and hiring (Note – I haven’t thought about some of these ideas either).**

**As the economy continues to recover, rehiring at retail stores will become more complicated than ever before. Replacing the high turnover of retail employees was an issue even before the pandemic**[**at nearly 60%**](https://www.dailypay.com/blog/employee-turnover-rates-in-retail/#:~:text=While%20the%20average%20turnover%20for,to%20the%20National%20Retail%20Federation.)**, but that number is expected to rise due to illness, safety concerns and relocation. This means retailers must fix their old way of hiring and adapt new, modern methodologies.**

**Here are four mistakes retailers make in hiring they must address to outlast the pandemic’s impact.**

1. **THEY’RE STILL RELYING ON IN-PERSON HIRING**

**Face-to-face interviews are great, but they were already fading due to the ease and efficiency of video interviews even before the arrival of the COVID-19 era. Yet, during a time of social distancing, many “old school” retail hiring managers and owners stubbornly refuse to utilize video interviewing software, instead relying on phone calls, and or still asking candidates to come into the office. Nearly**[**86% of organizations are utilizing virtual interviews to hire**](https://www.gartner.com/en/newsroom/press-releases/2020-04-30-gartner-hr-survey-shows-86--of-organizations-are-cond)**, which means if your business isn’t already embracing this tool,**[**you’re behind the curve**](https://risnews.com/gap-holiday-hiring-include-remote-employees)**. In a COVID-19 world, video interviews are the fastest, safest, and most effective way to meet and vet candidates. Phone calls leave much to be desired when it comes to getting to know a person, especially since studies have shown that**[**55% of communication is visual**](https://www.lifesize.com/en/video-conferencing-blog/speaking-without-words#:~:text=These%20studies%20led%20Dr.,is%20%E2%80%9Cnonverbal%E2%80%9D%20in%20nature.)**. Especially for retailers looking to hire customer-relations roles, seeing that candidates are personable is incredibly important. Hiring managers who have adopted virtual interviews also tout their efficiency. Candidates are more likely to be on time, less likely to not show up (since one can easily send reminders and confirmations), and interviews can be conducted one right after another. It’s the way to see more candidates than managers could before, and the pandemic has only accelerated its adoption.**

1. **THEY ARE NOT LEVERAGING VIDEO RESUMES AND RESPONSES**

**Video interviews are being adopted more and more, but retailers are missing out on one step in the virtual process before interviews: video resumes. For example, Carl’s Jr. poses an open-ended question on their job postings so** [**applicants can answer it in a 30-second video**](https://www.workstream.us/blog/how-carls-jr-hires-faster-with-workstream)**that is uploaded with their resume. This allows the hiring manager to screen candidates for personality before the virtual interview portion, greatly cutting down the number of applicants to move on to that stage. In high-volume hiring sectors like food services and retail, whittling down applicants is a crucial step when increasing speed and efficiency of the hiring process. These short video responses can help quickly and seamlessly gauge who fits the hiring manager’s criteria and qualifications.**

1. **THEY AREN’T COMMUNICATING WITH CANDIDATES VIA TEXT MESSAGING**

**A mainstream form of communication in today’s world, text messaging is actually**[**becoming more common, replacing the**](https://www.usatoday.com/story/tech/2019/07/31/interviews-by-text-messages-may-play-key-role-finding-work/1860784001/)**traditional screener phone call. With a generation of young job seekers who have grown up with a mobile device in their hands, texting is second nature and even more than email. Texting often gets a higher read rate, response rate, and retailers who neglect to use this form of communication can miss out on great, young talent. Retailers are increasingly utilizing a “text-to-apply” feature to meet candidates where they are in their mobile lives. By making it easy to apply for a job, retailers can increase their pool of applicants by a significant amount. Savvy companies create mobile-friendly applications with smart screening questions that can be easily answered from a mobile device. It’s all about “speaking the language” of the job seeker to create higher responses and better initial relationships.**

1. **THEY’RE STILL RELYING ON PAPER**

**From applications, to contracts, to training materials, many retailers are still relying on paper to do their hiring. This process has always been a bottleneck in increasing hiring efficiency. More than ever, retailers will want to ditch their paper applications and embrace the safety — and ease — of electronic methods. Editable PDFs or web-based applications and contracts are swiftly taking over retail hiring. Not only are they faster than paper, but seamless to file and easier to keep track of. Using an automated hiring platform can help retailers post online, track and interview candidates virtually, without any paperwork involved. As COVID-19 pushes hiring to go contactless, these solutions are seeing increased adoption across all industries. The more retail recovers, hiring back furloughed employees or new workers will be a constant need. The pandemic has increased the need for modern hiring solutions that are efficient, safe, and sustainable.**

**Retailers who make these mistakes in hiring will find themselves left behind as more and more businesses take advantage of the large talent pool of candidates looking for jobs today.**

**When I owned my stores, I knew my staff was the face of my business. They saw many more customers than I did in a day. It makes sense to put extra effort into finding the best staff you can. Maybe some of these ideas could be an improvement in your hiring strategy.**

**On another note, I recently read at NACS Magazine: 83% of all products sold in a c-store are consumed with an hour. Interesting!**

**A Gallup survey revealed that 65% of employees have not received any kind of recognition in the last year. This directly correlates to the studies that consistently report that two-thirds of American workers are disengaged. (What a shame!)**

**Has anybody signed up for SafeShop? Please let me know.**

[](https://click1.inform.wtwhmedia.com/scccpshgzfwtkcdwtcfmmtzvvrtvfckgsdgphzzpklpll_atppmdspbnmpbsmkdpbb.html?a=36786&b=613860&c=613860&d=36786)

**I hope you, your staff, and family stay safe and well during these trying times. We can see the light at the end of the tunnel, finally! 😊**

**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!”***