

**Retailer Newsletter**

**February 1, 2021**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: More Virtual Recruiting Ideas**

**Hi,**

**Last month I shared some new ideas regarding using video interviews, resumes, and text communication with prospective employees. I received numerous phone calls and emails from retailers interested in this information. After some additional research on these topics, I found several sources you should check out. I have not done my due diligence on them, I’ll let you make that decision. I have updated our seminar *Recruiting, Hiring, & Training* incorporating these new ideas. Here are just a few, to get started:**

**Video Interviewing Software:**

* **VidCruiter**
* **Spark Hire**
* **Myinterview**
* **Avature Video**
* **Breezy**
* **eSkill**
* **Willo**
* **Kira Talent**
* **InterviewStream**
* **InterviewOpp**

**Applicant Tracking System (ATS) helps manage and automate recruitment:**

* **BambooHR**
* **JazzHR**
* **Recruitee**
* **JobScore**
* **Crelate Talent**
* **ClearCompany**
* **Teamtailor**
* **Breezy**
* **Paychex Flex**
* **Greenhouse**
* **Freshteam**
* **CEIPAL TalentHire**

**Add a Job Application to Your Website:**

* **Webcorp**
* **GetApp**
* **Capterra**

**According to *GasBuddy*, “During the third quarter of 2020, stores with above-average cleanliness ratings, drove 21% more customer visits than their below-average competitors”. I constantly hear from retailers telling me the #1 issue they face is ‘new competition’. Is it really ‘new’ competition or is it simply competition outshining you? Look yourself in the mirror and decide for yourself. I’ve mentioned numerous times how the appearance of your restrooms reflects the overall perception of YOUR cleanliness. I happened to hear a restaurant expert tell a TV audience that he goes into the restroom first when visiting a restaurant for the first time. The appearance of the restroom is the most important factor in his decision-making process, ‘do I eat here or not?’ An interesting question I would like to ask, “What about a business that offers NO RESTROOM SERVICE for the customer?” I can count on one hand the number of times I have gone back to a business that offers no restroom service. Answer: Zero, not once!**

**An article on *NACS Daily* stated:**

**51.5 kilowatt-hours per square foot, per year is the average amount of energy consumed by c-stores. That’s a benchmark everyone should remember & check out. For example, if your store is 2,500 sq ft, your annual electric usage should be 128,750 KW. If you can locate the past 6 months bills, that should equal 64,375 KW. Do yourself a favor and see how you compare. Lighting and HVAC have come a long way in the past few years. Make sure your equipment isn’t antiquated. For most retailers, your energy bill is #2 on your list of expenses. Many times, utility companies offer monetary incentives to improve your efficiency. That’s a win-win!**

**Many of you know, I am constantly talking to retailers and reading information about our industry from on-line daily emails, websites, and industry newsletters. Here are a few of the websites I receive information from on a daily basis. I suggest you investigate them.**

* **CSP Daily News**
* **NACS Daily**
* **CStore Decisions**
* **Your Winsight Team**
* **Convenience Store Products**
* **RIS News**
* **Retail Leader**
* **Convenience Store News**
* **CS Products E-Letter**

**I may not read them each day, but I always catch up throughout the week. I don’t think you can be too informed about our industry. Earl Nightingale said many years ago, ”One hour per day of study in your chosen field will put you at the top of your field within three years. Within five years you'll be a national authority.” Now I don’t consider myself a national authority in the c-store industry, but I am informed! You should be too! 😊**

**Please check our website, *‘Safety & Security Tips’* monthly. Some of these tips could save your business or your family from harm.**

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**If your state, county, or city mandates wearing a mask, please, please be sure your staff is wearing one too! I hate to see a sign on the door requiring a mask to enter, and I get inside, guess what? That’s right, the CSR doesn’t have one on! Poor, poor customer service and poor safety for all.**

**As many of you know, I write often about my favorite topic, Great Customer Service. I firmly believe we as small business owners/operators can overcome enormous challenges if we provide Great Customer Service to our customers. For example, it’s hard to meet the challenges of a shiny and newly built store compared to many of the smaller, older stores we operate. If our CSR’s consistently adhere to our Great Customer Service policy, we can be successful. I recently visited a store and found all the windshield buckets empty, bone dry! I visited another store and found all the squeegees frozen solid, popsicle frozen! Now, as a former owner myself, I had to ask the question, “How long has this issue been allowed to continue, a day, or two, or a week?” Don’t these operators have a daily/shift checklist? Don’t they realize how vital it is? Here’s another question I have to ask, “How many customers found this situation inexcusable and vowed not to return?” One, two, fifty? We’ll never know, will we! I told you repeatedly I hear business owners tell me the biggest obstacle they face in their business is new competition. I disagree, I think the biggest obstacle they face is themselves and their failure to correct egregious errors and not managing their business. I did walk-in this store and asked the CSR if he knew the squeegee buckets were frozen. OK, I couldn’t resist, I wanted to hear the answer. He told me, “I dropped one of those tablets in the bucket and I thought it would melt the ice.” I felt my temperature boiling, so I just nodded and walked away, vowing never to return again. In parts of the country where below freezing temperatures are common for 4-6 months of the year, you must use windshield washer fluid (full strength). You must still rinse out the container and refill with fresh fluid every day. For those months when freezing temps are not a problem, simply add vinegar and a capful of ammonia to the water in the buckets. It still must be cleaned, rinsed, and refilled each day. I believe vinegar and ammonia is cheaper and does a better job than those tablets many still use. Check it out.**

**Take a look at our website and click on Forms & Reports for Your Business – ‘C-Store Cleaning Checklist’. Download this form, make any modifications to personalize for your store and start making a difference.**

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**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!”***