

**Retailer Newsletter**

**April 1, 2021**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: You Can Be Respectful and Still Have Rules in Place**

**Hello,**

**If you’ve had trouble logging into our website in the past, I apologize, we needed to up-date it. Check it out, it’s brand new! Our website can be viewed on your phone or tablet, as well. We have it up and running! We think it’s easier to navigate than our previous website. OBTW, I did not send out a TIP’s in March since I was feverously working to get the website running smoothly.**

**I recently received a phone call from a retailer asking about my background. He wanted to know if I was an owner or a manager during my career. Out of curiosity, I asked him why he wanted to know. He said he had been reading my newsletters for years and was puzzled by my discussions about making demands of employees and having so many policies & rules in place. He thought if I was a manager (working for someone else), I may not have to ‘live’ with my strict enforcement of policies and procedures. As I discovered during our conversation, this retailer decided to be an easy going, friendly boss (AKA Mr. Nice Guy) with few or no rules. He thought if everyone liked him, they would do a better job. As I further quizzed him, he admitted to me that he finally decided that was not the way to run his business. I explained to him that when I was a young entrepreneur, I tried the same approach. It didn’t take me long to realize that was not getting the results I wanted and needed in MY BUSINESS. I’ve read countless studies and found that employees (just like your kids) want and need guidelines. They will push the envelope (so to speak) to see just how far they can push you. Sound familiar, Mom and Dad? Staff members need to be treated with respect, but there must be rules in place to keep everyone in line. A good parent (or boss) doesn’t go ballistic when kids (or employees) are 15 minutes late for dinner (or work). But as a parent, I might lose my cool if my kids came home 3 hours later or didn’t come home at all. The same would be true for employees. If you let one child get away with flagrant violations of your rules of the house, the other kids think they can do the same thing, or worse, you’re playing favorites. If you don’t hold all employees to the same standards, you run the risk of losing control. Don’t misunderstand my true feelings, I tried to treat my staff with respect each and every day. I treated them the way I would want to be treated if I was in their position. That’s a guide I’ve used throughout my career. I was a manager of one of the high-volume stations on the Kansas Turnpike and my supervisor at the time told me something that stuck with me ever since; “Would you want to work for you?” If you don’t want to work for someone like YOU, why would anyone else?**

**This is the situation in which he found himself. He asked me how he could achieve the control he needed to start to run his business effectively. I suggested he download some forms on our website, for example:**

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

**(Click on Forms & Reports for Your Business**

* **Employee Job Performance Evaluation**
* **Employee Performance Correction Report**
* **Employee Agreement of Understanding**
* **Manager Job Description**
* **CSR Job Description**
* **Welcome to Our C-Store**

**I suggested he start out slowly and inform his current staff that he was implementing some new guidelines that he expected everyone to follow. Since he has been Mr. Nice Guy for a long time it is going to take a little time for everyone to get on board (or quit). I told him most employees (and kids too) need to know what the rules are and punishment for failing to follow the rules. I told him most employees will perform better when they know what’s expected of them and other staff members.**

**Some of my best ideas are strategies I used in the past. Here’s a quote I used often in the Customer Service portion of training: *“There is only one boss. The customer. And he can fire everybody in* *the company from the chairman on down, simply by spending his* *money somewhere else.”* Sam Walton (founder of Walmart)**

**“Customer service is supposed to mean that the person on the other side of the counter cares about you!” Let your staff think about that quote for a minute, hopefully they’ll understand you’re serious. I sold my last store in 2005, so I’ve been out of the day-to-day involvement many of you face, but I still consider myself in-touch. In the past 16 years I have been working with Bill Sawyer as a trainer and consultant in our industry, I focus on the above quote often. I probably have given it more thought today than I did when I was a retailer. I have no regrets about the Customer Service my staff provided, I’m just trying to make sure you think about “the person on the other side of the counter every day.” *The customer is the lifeblood of your business.***

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

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

**If your state, county, or city mandate wearing a mask, please, please be sure your staff is wearing one too!**

**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!”***