

**Retailer Newsletter**

**December 1, 2021**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: Recruit Every Day!**

**Hi,**

**You know I have written about recruiting extensively the past year. All the small business owners I have talked to have mentioned his/her struggles to find qualified CSR’s.**

**I recently heard a quote from Jack Welch (CEO GE 1981-2001).**

***”Face reality as it is, not as it was or as you wish it to be.”***

**Hearing that quote, got me to thinking. We all know recruiting in our business pre-pandemic, (prior to 2020), was challenging, but today it’s downright difficult. A couple of months ago, I wrote about ‘Recruiting Outside the Box.’ Maybe that article was a precursor for reading Jack Welch’s quote, *”Face reality as it is, not as it was or as you wish it to be.”***

**We can sit and talk all day long about recruiting ‘in the old days’, but it won’t get us anywhere. Go back and read the *September 2021* *Tom’s Tips*, ‘Recruiting Outside the Box’, and see if you can pick up a NEW idea or two. I also suggest you look at previous *Tom’s Tips* for articles regarding Recruiting, Hiring, and Training for additional ideas. The title of each *Tip* will indicate the main topic discussed. You may also print any *Tip* you wish.**

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**You probably have noticed when I write about ‘Hiring’ I always use the phrase ‘Recruiting, Hiring, and Training’. I do that because it is a 3-step approach and each step is important to successfully finding, hiring and keeping good employees.**

* **First, you are always in ‘Recruit’ mode. By that I mean, you are always looking to find qualified (trainable) CSRs. Yes, even when you are not in need of a CSR. I always had a person or two that I would call ‘on the bubble.’ That means I could replace them, if the right applicant came along and that wouldn’t happen if I wasn’t always looking. I still see stores with a sign in the window, “Now Hiring Experienced Cashiers”. I always want to scream and ask, “Experienced in what?” Stealing your $$, taking shortcuts, or looking for a no-show job? You give me someone who smiles and is teachable, and I can make them a very good productive CSR.**
* **Second is ‘Hiring.’ The reason Hiring is only the second step is because the process is not done yet.**
* **The third and final critical step is ‘Training.’ You see, if you do not adequately manage the third step, you are going to repeatedly need to re-do the first two steps. Most people who quit their jobs state, “They did not feel sufficiently trained to do their job. They felt uncomfortable.” What happens is that once employers finally hire a CSR, the process STOPS! What a waste, it is like getting to the finish line in a race and just stopping, all the effort goes for nothing. This happens because you (the retailer) find a person you think can do the job and only give them a so-so education on the business; thinking they should be smart enough to figure it out on their own. Then it happens - they quit. You shake your head as they walk out the door telling yourself, “They could not or would not do the job.” Actually, they might have been able to do the job correctly, but YOU never gave them a chance by sufficiently teaching them the job in the first place.**

**May I suggest you read as much as you can on successful ways to recruit (hire). Just think for a minute, what if you spend 10 minutes per day, every day, researching and making contacts with prospective applicants? Do you think it would start paying dividends? What if you do nothing to improve your recruiting situation? People have always said, “The odds of winning Powerball are extremely low, but if you don’t play, the chances of winning are zero!” The same could be said for recruiting. If you follow that example and hope the right person will just knock on your door and solve your problem(s), you are only kidding yourself.**

**In February 2021, I wrote an article about Virtual Recruiting. Let’s face it, in today’s world everything is ‘*on-line*’. we shop *on-line*, we chat with our family and friends *on-line*, some even attend church services *on-line*. Doesn’t it make sense to find our new CSRs *on-line* also? After all, most of the applicant pool we are looking to recruit are using their phones for text, email, Facebook, you name it.**

**Here are some websites I found while doing a Google Search. I strongly encourage you to check them out:**

* **ZipRecruiter**
* **Monster**
* **Flexjobs**
* **Facebook**
* **CareerBuilder**
* **Indeed**
* **Ladders**
* **There are several more.**

**Before you research some of the websites listed above, don’t say, “Oh no, it won’t work for me” or “I tried that before and it did not produce a single lead.” My answer to that is, “So”. Just because it didn’t work last year, doesn’t mean it won’t work this year! If you are still negative about my suggestion(s), what are your plans? Well? What are your plans for overcoming the shortage of qualified CSRs? Some of my best ideas (or promotions) when I owned my stores came from researching old ideas (and promotions). Often, I would ask myself why I quit doing something and I usually didn’t have a reason. So, I would restart my ‘old idea’. Sometimes it worked, and sometimes it didn’t. It’s been my experience that it doesn’t cost anything to try a new idea (or old one for that matter), so what’s stopping you?**

**I also suggest you talk to fellow small business owners every chance you get. Some of your friends may be competitors as well, so what? During the years that I owned my stores and attended Amoco retailer meetings where problems were discussed, many of the solutions helped my neighboring stores, as well as me.**

**I did hear from some fuel suppliers who planned to hold customer meetings in order to assist their retailers in the increasingly difficult area of ‘Finding and Keeping Good CSRs!’ *Good idea* and best of luck!**

**We have all seen fluctuation in the price of gasoline and diesel fuel lately. It is tough to make $$ especially in a down market. When the price starts to decline, retailers are faced with higher fuels costs than the street indicates. My policy has always been, ‘your street price must stay competitive with your competition.’ Try to set your price on the cost of your next load, not necessarily what you may have paid for your last load. Hopefully, you made a few extra cents as the prices increased, so you may have to forego a little margin on the downside.**

**If you think your store is not preforming and providing 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!**

***"Be thankful for problems. If they were less difficult, someone with less ability might have your job."***

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

**Do not 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!”***