

**Retailer Newsletter**

**October 1, 2024**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: Add a QR Code for Job Applicants**

**Greetings,**

1. ***Job Applicants:***

**As small business owners, we are always looking for innovative ways to recruit new employees. Let me share with you an excellent idea I found when recently reading an article about a group of owners who use QR Codes posted in their store, with the caption:**

**‘Click to Apply’**

**There are many ways to generate a QR Code, here is just one.**

[**https://www.qr-code-generator.com/**](https://www.qr-code-generator.com/)

**I suggest you have a QR Code ‘Sign’ posted near your front door and near your point of purchase. I think you will find Generations Z & Alpha (that’s people born after 1997) will find this convenient.**

**Come Join Our Team**

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**Click to Apply**

**Full/Part-Time**

***2. Election Day is Near:***

**There is no doubt that this is going to be a volatile election year. Voters on both sides feel ‘their side’ is the right side. You will start seeing many signs posted everywhere suggesting who/what you should vote for. When I operated my stores, I never allowed political signs, of any kind, to be posted anywhere on my property. I felt I was alienating one-half of my customers by posting political signs. Why would I do that? I thought it was better to be non-committal and stay neutral. You make the call.**

***3. According to NAC Daily:***

***“83% of c-store items are consumed within an hour of purchase.”* I think that’s significant. To improve the offerings at your store, you might want to consider ‘munch and go’ items instead of the loaf of bread or bag of charcoal. Don’t get me wrong, there is certainly a place for the bread and charcoal, but it should be limited in your overall plan-o-gram.**

***4. New Regulation Selling Tobacco Products:***

**The USDA has mandated that a photo ID is now required to purchase tobacco and be shown for all under 30 years of age. This change is effective September 30, 2024. Act now and notify all your employees ‘in writing' so they all understand the new law. I’m not sure if this applies to alcohol purchases or not. I have visited numerous stores (Costco for one) and restaurants that require the buyer to show ID regardless of age, even me and I’m old! That might be the best approach. Check your local regulations to be sure.**

***5. Winter Will Be Here Before You Know It:***

**If you live in parts of the country that typically get snow, now is the time to order the necessary products and get your winter displays set up. That includes:**

* **Snow scrapers and brushes**
* **Ice melt**
* **Windshield washer fluid**
* **Gloves, mittens, hats**
* **Fuel line deicer, diesel fuel additives**
* **Snow shovels**
* **Anything else you sell during the winter months.**

**Be sure your displays are clearly priced. On days of inclement weather, move displays into your ‘Power Aisle’ so your customers won’t miss them, and you will not miss the sales opportunities. Have you ever noticed that most grocery stores will place their umbrella, poncho, and rain hat displays next to the checkout stands when it is raining? That is not an accident or coincidence, it is part of their daily to-do list on days of inclement weather.**

***6. A Conversation With a Retailer:***

**While talking with a retailer in her store recently she kept looking at her watch. I finally asked her if she needed to end our conversation or if she had an appointment. She lowered her voice and said, “I have my work done today, I have plenty of CSRs on duty, and I am afraid to leave early.” I know I had a shocked look on my face, and I asked, “Are you embarrassed to go home early, in the middle of the day?” I have met many owners who feel it is necessary to spend untold hours at their stores. Some feel their time is better spent working in the office doing bookkeeping tasks, others spend their time going to wholesale clubs/stores buying items to sell/use in their business that could be delivered to the store by their suppliers. I believe they do this because they feel guilty that they are neglecting their business when they go home. I will be the first to tell you I spent 8 days a week at my stores when I was a young entrepreneur. I did that because I did not have a dependable, capable staff that would take care of my customers without my presence. As time went on, I found the right people and they took care of my customers as well as I would do (and maybe better at times). I was never ashamed to leave early to play golf with friends or take the kids swimming during the summer, and you shouldn’t either.**

***7. New Legislation Passed in New York:***

**The State of New York recently enacted legislation requiring retail businesses to adopt a violence prevention plan and train workers in de-escalation of active shooters. Wow, wouldn’t that be great if all retailers took notice and initiated a plan for their stores? In our Safety & Security training, I discuss at length what to do in the case you encounter an Active Shooters. I have mentioned numerous times in Tom’s Tips that you should educate your staff AND family members on what to do in the case of active shooters. You will hear countless witness statements that said, “I thought it was fireworks.” How many of you have teenage kids hanging around at malls? Have you talked to them about ‘what if’? It makes good ‘business’ sense to train your staff about de-escalating a possible dangerous situation. If you don’t know how to get started or what you should teach your staff, reach out to me and I will help you get started.**

***8. I’m here to help you!***

**If you are interested in improving your store sales and profits, give me a call or email me. If you are a supplier or organization with retailers, and they are struggling to maintain profitable stores, please reach out to me. We can help these stores operate more efficiently and improve profitability!**

***“The greatest gift of leadership is a boss who***

***wants you to be successful.”***

***Jon Taffer***

**\* \* \* \* \***

**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!”***