

Presented to:

**2008 MMBA Annual Conference
May 19, 2008
Alexandria, MN**

by

Tom Shay, CSP

PROFITS+PLUS
\$olution\$
FOR SMALL BUSINESS

P.O. Box 1577
St. Petersburg, FL 33731
www.profitsplus.org

Team UP for Success!

Hiring, Educating, and Keeping
the Best Employees

Eight financial reasons for retaining and training employees

1.

2.

3.

4.

5.

6.

7.

8.

Detailed information of each of the 10 steps

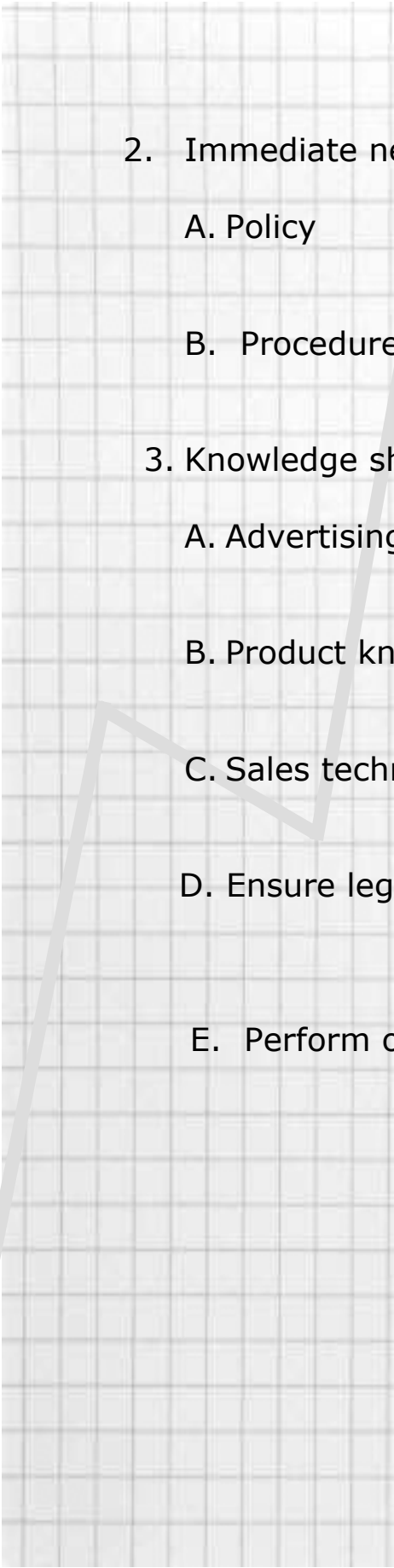
1. Initial staff meetings

A. Length

B. Frequency

C. When

D. Requirements



2. Immediate needs of policy and procedure

A. Policy

B. Procedure

3. Knowledge sharing

A. Advertising

B. Product knowledge

C. Sales techniques

D. Ensure legal sale of alcohol

E. Perform operation functions

4. Desired policy and procedure

A. Where do you want to go?

5. Job specifications

A. How to perform

6. Job descriptions for all

A. Working with customers

B. Working with one another

C. Communicating

D. Leadership

7. The chain of command

8. Involve others

A. Mentoring

B. Coaching/teaching

C. Supervisors

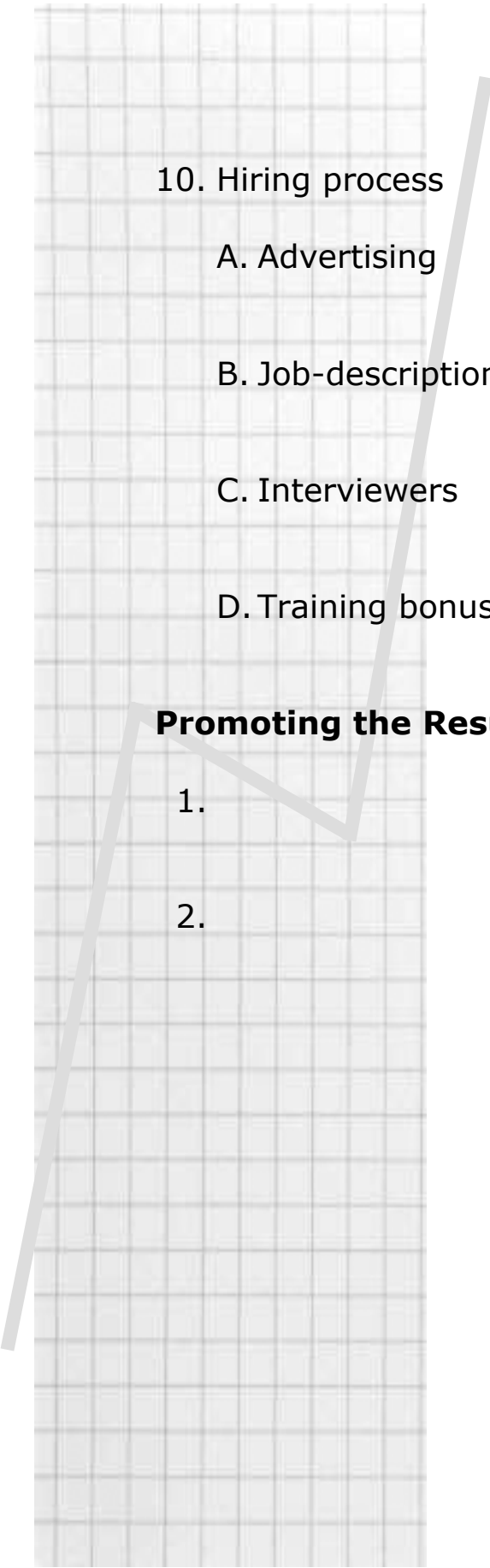
9. Refine

A. Timeline

B. Job reviews

C. Scoring

D. Goals and deadlines



10. Hiring process

A. Advertising

B. Job-description applications

C. Interviewers

D. Training bonuses








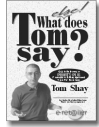


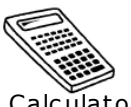

Promoting the Results of your Team

1.



2.

Resources Order Form


Today's prices reflect a 20-percent savings off regular prices!

	Tom and co-author Rick Segel offer 251 strategies for increasing business with retailers.	\$15 <input type="text"/>		Create and see each of your next 12 financial statements. (Includes a disk for computer installation.)	\$25 <input type="text"/>
	Advertising and promotion ideas that have been proven to work at little or no cost.	\$8 <input type="text"/>		Advertising and promotion ideas that have been proven to work at little or no cost.	\$8 <input type="text"/>
	Business-building and managing ideas to increase profits and reduce expenses.	\$8 <input type="text"/>		Business-building and managing ideas to increase profits and reduce expenses.	\$8 <input type="text"/>
	A collection of 50 of the best of Tom Shay's columns from 65+ trade journals and magazines. (PDF format on a CD)	\$15 <input type="text"/>		A second collection of 50 of the best Tom Shay columns from 65+ trade journals and magazines. (PDF format on a CD)	\$15 <input type="text"/>
	29 posters providing inspiration, education, and motivation	\$15 <input type="text"/>		This deck of cards creates an interactive event for employees to learn how to work better with customers.	\$15 <input type="text"/>
	Make your annual advertising, marketing and promotional plans-guaranteed to keep you on budget and on task!	\$30 <input type="text"/>		Screen savers for your PC containing photos of store displays and the best ideas from the Power Promoting books.	\$15 <input type="text"/>

EXTRAS

	CD Audio copy of today's presentation session. Session date: _____ Title of presentation: _____	\$15 <input type="text"/>		Video Store Review - Provide us with a video and audio commentary of your business and we'll provide a report filled with suggestions for improvements.	\$775 <input type="text"/>
---	--	------------------------------	---	---	-------------------------------

VALUE PACKAGE

	Get the complete 12-piece set of Profits+Plus Tools which includes: · EZ Cashflow™ · How to become the Preferred Vendor · Power Posters Collection · All 4 Idea Books · Big Deal Cards · What does Tom say? Screen Savers · AMP Calculator · What else does Tom say?	\$175 <input type="text"/>
---	---	-------------------------------

EACH ITEM SOLD WITH A GUARANTEE TO MAKE YOU MONEY!

Name:	Business Name:
Address:	City, State, ZIP:
Phone #:	e-mail Address:
Credit Card #:	Expiration Date:
Signature	Today's Date:
Please send me the monthly <i>e-ret@iler</i> via e-mail FREE!	<input type="text"/>

Team UP for Success!

Page 8 of 8

PROFITS+PLUS
Solution\$
FOR SMALL BUSINESS

P.O. Box 1577
St. Petersburg, FL 33731
www.profitsplus.org



Hiring well

By Tom Shay

SOUND ADVICE FOR BUSINESS

Jack Rice, a longtime speaker in the small business arena, has said there are three ways to obtain the best employees. The first is to hire the good ones away from the competition. But that is expensive, as most likely you will be able to lure them away only with money. And if their current employers know these are good employees, they probably already pay them fairly well.

The second option Jack mentions is to train them to be good employees. This does not take as much money, but it does require plenty of time and effort. It also requires that you, or someone working for you, know the necessary techniques to produce the results you want and need.

With a smile and sense of humor, Jack gives a third option—to pray the *Small Business Prayer*. (“O God, I hope this person works out better than the last one.”) While you may look at any or all three of the options, we would like to suggest you first re-examine the initial hiring process. From our experiences working with many businesses over the years, we would like to share some of their best suggestions. The first is to let you know that most of them are always looking for new employees. Not that they want to fire someone, but they always leave the door open for a potential employee to introduce himself or herself.

When they are looking for a new employee, they have told us the best “help-wanted” ad begins with a description of what the person is to do in the job, rather than first stating the job title or name of the business. The next key ingredient is a job description. It does not have to be long or detailed; some of the best we have seen are no more than a list, numbered in order of importance—1 through 10—a brief description of what the employee is to do.

This job description is attached to the application form and is required reading before the applicant can fill out the form. Some retailers even require the applicant to sign the job description before filling out the application. The signature is designed to signify that the applicant understands the job description and is able to fulfill it. The next part of the application process is unique to the most successful businesses. Rather than the owner or manager interviewing the applicant, two of the best employees are assigned the responsibility of individually and collectively conducting the interview.

Experience has shown that by having employees conduct the interview, the candidate is likely to ask more questions and receive more believable answers. When the owner or manager conducts the interview, he or she sometimes overlooks potential weaknesses of the candidate. This is especially true if the owner or manager is working hours that would traditionally be covered by the new employee.

Another benefit of having the best employees conduct the interviews is that they have shown a strong ability to find candidates who more closely duplicate the skills of the better employees. The employees conducting the interview are also looking to find a new employee whom they will like and want to work with. There is also the advantage of performing the interview to show the boss their managerial skills.



Hiring well (continued)

By Tom Shay

SOUND ADVICE FOR BUSINESS

Once you have hired the new employee, the next challenge is making sure he or she fits in and stays on the job. If a person is going to leave a job, he will most likely do so within the first 90 days. The other downside of this statistic is knowing your business will spend 40 to 60 percent of a year's wages before you have developed a productive employee. Looking again to our successful businesses, many of them assign a coach to the new employee. It is the responsibility of the coach to mentor, answer questions, and develop a friendship with the new employee.

A benefit for the coach is a reward when the new employee has successfully completed a six-month job review. Some of the most popular rewards have been two weekends off with pay, a week off with pay, or a cash bonus of one week's pay. Of course, there are some businesses who will say this is an expensive price to pay for a new employee; but after a business has gone through three or four employees within a six-month period in an attempt to fill one slot on its team, the coach idea may appear as quite a deal.

One comment we have heard from these successful businesses is that if you are unhappy with the employees you currently have, you are not going to build a new team of employees by trying to hire better ones—one at a time. Without exception, we were told that no matter how strong your efforts, a new hire is more affected by the surrounding employees than by the boss. The suggestion we received was that you create a training program. Something as simple as an hour every other week will put you well on the way to increasing the productivity of your staff.

The ideal employee may or may not come walking through your door; but by utilizing the techniques of these successful businesses, you are more likely to recognize that person as well as improve the staff you currently have. With the cost of labor being such a sizeable percentage of the expenses on your income statement, isn't this the advantage you want and need to have?



Here's looking at you (continued)

By Tom Shay

SOUND ADVICE FOR BUSINESS

Although we promised you a baker's dozen of ideas, there is one more. This is done intentionally, because—just as in dealing with customers—you should give them more than what they expect.

Idea No. 14 deals with signs. Signs have been shown to substantially increase sales. Today you can easily use a computer-software program to create signs to introduce new products, explain the benefits, and tell your customers the services you offer.

Today's customers have the advantage of being able to shop through a catalog, the Internet, or in many businesses. When they do come to your business, make sure your business gives them many reasons to spend with you and to return.