

**PROFESSOR
PROFIT SAYS
C-STORE BEST
PRACTICES
IMPROVE:**



**FOOT
TRAFFIC!**

SALES!

PROFITS!

**WHY ARE
CUSTOMERS
LOYAL
TO THE BEST STORES?
#7 STAFF IS WELL
TRAINED!**

**A
Well-Trained
Staff Shows
Respect To Them
and Your
Customers!**

**In
Today's
Marketplace, the
Definition of Loyalty
Is the Absence of a
Better Offer!**

**STOP!!!
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**Teach
Your Staff To
Smile!!!**



**If Your Staff Doesn't Know What To Do,
It All Comes Back To You.
Give them Training They Need,
Your Customers Will Heed,
And Your Store They Will Keep Coming To.**

**The Best Stores:
Reward Employees With Regular
Bonuses Based On Systematic
Improvements In Sales as Long as
They Achieve Customer Service
Related Measurements as Well**

The Best Stores:

- > Train Store Employees What To Do & Say When Dealing With Customers.
- > Training Should Lead To Systematic Responses That Appear Seamless, Including the General Message of How To Greet, Thank & Say Goodbye To Customers.
- > Training Should Also Include Reaching Out To
- > Customers Who Look Confused, Who Mention That Coffee Tastes Bad or Who Spill Soda on the Floor.
- > The Response Could Include Replacing the Soda & Cleaning the Mess Promptly.
- > If a Problem Is Solved Quickly & the Customer Doesn't Have To Argue To Get Satisfaction, Their Loyalty Is There For Life!

Courtesy of singlestoreowner.com & NACS Magazine

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