



“We lead you through the profitability maze”.

CONDEVCO LLC / CONVENIENCE DEVELOPMENT CORP

THE “METER” NEWSLETTER “KEEPING TRACK OF THE FLOW...”

“THE METER”

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Eight Ways to Freshen Up your Store and Energize your Employees

SPRINGTIME... A time reserved for the renewal of surroundings and spirit.

As a residential and commercial designer/space planner, this time of the year has always played an important role in the energizing of our client's spirits along with their employees' and customers' as well. We all enjoy feeling refreshed after the winter months, especially with the economic times we're living in. Change no matter how small creates excitement.

Here's eight ways I feel will help start you on your way to achieving this goal.

STORE

1) **Painting.** A fresh coat of paint works wonders. Then there's what I consider “creative painting”. Adding color be it to create customers purchasing excitement, enhancing designated areas of the store including restrooms, or to draw attention to specific promotional displays is always an inexpensive solution. Painting of graphics is one of a designer's tricks in creating an illusion of spaciousness. Also, a change of scenery for employees has been proven to create an increase in productivity. If budget permits, having a professional work out a schematic especially designed for your store is well worth the investment, however if this is not possible, browsing through the trade publications such as Convenience Store News, CSP or NPN with a keen eye for inspiration can be helpful in achieving your goal..

2) **Lighting.** A well lit store and canopy is essential. I've also found by adding a few specialty fixtures in featured areas creates warmth and a sense of quality for your customers. A wide range of pricing for these fixtures are readily available in accommodating your needs. It's a quick way to give a modern update to a space.

3) **Floor Rearrangement.** Rearranging shelving and cooler space from time to time is so important. Creating a new traffic pattern engages customer interest while providing longer store visits. It also helps to stimulate employee's interests as well.

4) **Special Promotional Decorating.** It's all about creating excitement. Take full advantage of this opportunity. Have fun with this and really go for it.

EMPLOYEES

5) **Employee Image.** Providing new uniforms or uniform shirts is a great morale booster. Sometimes just a change of color or style modification is all that's needed.

6) **Employee recognition and incentives.** Sometimes it's very easy to become complacent when it comes to our employees. They are the backbone of the convenience store business and needs to be recognized for their efforts. Also, having “fun” contests is a good way to achieve this.

Here's one of our favorites: “**Boss for a Day**”. A contest using management created criteria for customer service personnel runs for a short period of time. Winner is determined by contest rules. He then switches places with the Manager; in which the employee becomes the manager for the day while the manager works employee's position. This fosters teamwork and an appreciation of each others positions. A win-win situation.

7) **Promotional sales leader.** When putting together a special promotion, having a friendly competition among the staff or the staff of other branch stores is an added production achiever. Many options are available to managers as to what the prize and or award could be.

8) **Customer service.** Providing a “paid” training session is extremely productive. In these economic times it's more important than ever to give exceptional customer service especially with your regulars. Having a staff show a special recognition to them means so much. When a customer was greeted by their name or an having their customary purchase remembered they became loyal customers for a long time to the point of making special trips just to receive such treatment. Employees need a refresher on company policies dealing with customer service. Again, there's added and updated data and manuals available to owners by Condevco and others for just this purpose.

Let's make **Spring** a happy, positive and profitable season by using some or all of the above suggestions.

Darcee Santicola



**Spruce up for
Spring!!!**

ABOUT CONDEVCO LLC AND RON & DARCEE SANTICOLA

Retail and Consumer products
Experts for 25+ years...

RON SANTICOLA HAS BEEN IN THE CONVENIENCE STORE BUSINESS FOR 15+ YEARS HERE IN FLORIDA AND INTERNATIONALLY, AS A “C” LEVEL EXECUTIVE AND CONSULTANT. AWARD-WINNING AND RESPECTED INDUSTRY LEADER. DARCEE SANTICOLA IS AN AWARD-WINNING STORE DESIGNER AND SPACE PLANNER. WE MERCHANDISE LOCATIONS AND LAY OUT SELECTION, MIX AND PROMOTIONAL CALENDARS.

RON IS ALSO A FL LICENSED REAL ESTATE BROKER, SPECIALIZING IN PETROLEUM RETAILING PROPERTIES AND PETROLEUM DISTRIBUTION.

WE SPECIALIZE IN:

- ◆ SITE AND CHAIN ACQUISITION
- ◆ BRANDING AND FUEL SUPPLY
- ◆ STORE DESIGN—NEW & REFURBISHMENT / REBRANDING
- ◆ MERCHANDISING & PROMOTIONS
- ◆ FINANCIAL MODELING—ACQUISITION AND OPERATING
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Multi-State Station Package for sale—Get on the list for new sites coming up weekly FL, GA, TN, PA, OH, WI, and MN stations available—[Contact Ron for details](#)

Florida Station Owners - Tank-swap Financing

Hey Florida Station owners who haven't switched out their tanks yet! The deadline is approaching in just over 8 months. **That's January 1st 2010!!!** We have a lender providing tank-finance programs to station owners, including a full refinance of the site if the numbers work. [Click to contact us for details on the program.](#)

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Convenience Development Corp.
CONDEVCO LLC

2909 S. OCEAN BLVD, SUITE 3-D
HIGHLAND BEACH, FL 33487-1819
Tel.: (561) 274-4261
Fax: (561) 276-9996
E-mail: rsanticola@condevco.com
E-mail: dsanticola@condevco.com
URL: www.condevco.com
Blog: condevco.blogspot.com

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