Staffing For Success

It’s easier than you may think!

Steve Bader
steve@baderbrewing.com

711 Grand Blvd
Vancouver, Washington

beer+%26+wine&ie=utf-8&oe=utf-8&client=firefox-b-1-ab

r Web Sites | Sales Tax - RMS | State & Fed Tax & Liq... | Banking - Bill Pay

Settings Tools

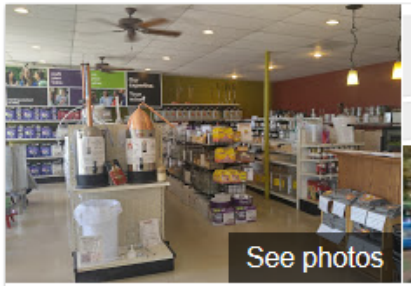
13,739 views
Past 28 days

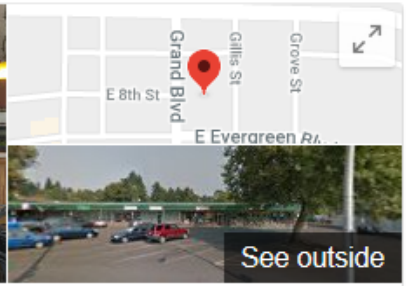
Reviews | Create ad

New photos

VIEW PHOTOS

Feedback





Bader Beer & Wine Supply

Website | Directions | Saved

4.8 ★★★★★ 139 Google reviews

Brewing Supply Store

Full-service outlet selling products to make beer, wine, cheese, soda, whiskey, vodka & gin at home.

Address: 711 Grand Blvd, Vancouver, WA 98661

Hours: Open · Closes 6PM

Phone: (360) 750-1551

Edit your business information

Know this place? Answer quick questions

Family Business

Lessons learned…..

DO NOT EVER HIRE:

No Family – They are generally the WORST Employees as they feel like it is family assets that They are ENTITLED to! (yes, there are exceptions, but they are very much exceptions)

Family does not believe you will even consider firing them, so they fear no consequences. It is a lose – lose situation for an employer and the family.

Ray & Robert
Ray & Darlene
Cindy and Terry

No Friends! Unless you want them as an Ex-Friend!

I needed part time employees

High school kids!

Young mom’s

Who Should I hire?

Traits of a valuable employee

* Loves the hobby
* Loves your business
* Wants your business to be successful
* Outgoing personality
* Mature is not an age
* Not too big of a drinker!
* Observant of others around them
* Money is not the primary motivator
* Flexible

How do I “interview” someone and ask uncomfortable questions?

You are “interviewing” them when you are helping them in your store.

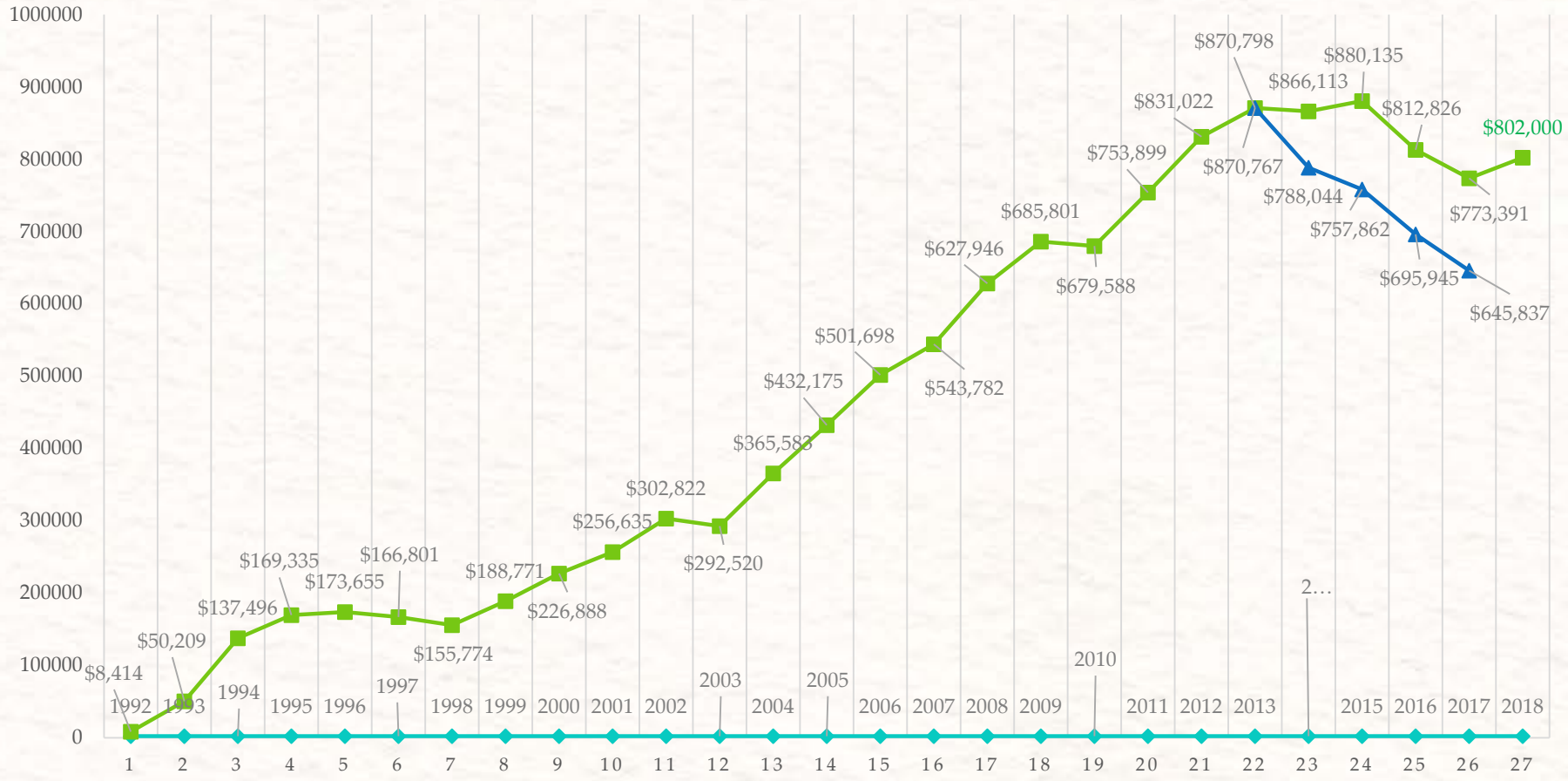
You get to find out their life situation (stability at home and in relationships) outside of a job interview.

You can tell which ones are socially awkward, and which ones can naturally help others.

You ask prospective employees to work for you. Your customer database is a great place to start when you want to hire your next employee.

Do NOT post a general “help wanted” sign unless you want the **wrong** person to apply, and then when you do not hire them you lose a customer.

ANNUAL SALES



1 3 4 5 6 7 8 9 10 11 12 13 14

Experience Matters

- Higher average sales per hour as experience increases...generally
- Greater customer confidence to see the same employees
- Average between 9 and 15 years of experience working every day

- Steve B – 26 years
- Ray – 17 years
- Ken – 14 years
- Louie – 13 years
- Peter – 10 years
- Tyler – 7 years
- Andrew – 6 years
- Jason – 6 years
- Alicia – 6 years
- Quintin – 6 years
- Steve H – 6 years
- Jennifer – 5 years
- Cody – 5 years
- Jess – 1 year
- Sean & Devin - New

Managing Employees

Hire the right people
Treat them well
Pay & Benefits
Understand they have options
Give them training
Manage toward their strengths, not their weaknesses
Praise positive behaviors
Have clear expectations
Avoid Micro Managing
Schedule more than a month at a time
Work around their schedule as much as possible
Terminate bad apples……

How Many employees should I have?

Payroll should be 20% to 25% of sales volume!

Staff for growth! (25%)

Staff for maintaining volume (20%)

Don’t be that store “shorthanded” on the sales floor (15%)

Early 1980’s - virtually all full time
1985 – part time trend that still holds true today.

What are your business goals?

High sales at all costs?
Long term growth?
Highest possible profitability?
Establish your business and sell it? (Serial Entrepreneurship)