



How to Treat Your Associates Better to Gain Higher Productivity



IBDEA Conference
March 10, 2017
Presented by: Josh Sanders, VP of Sea Breeze

**Happy customers or
happy associates?**

Create a family like atmosphere

- Say “hello”
 - Smile
 - Say thank you
-

Know their background

- What is their story?
 - Be understanding when life happens
 - Celebrate or recognize important moments in their life
weddings, births, deaths, etc.
 - Send intro email for new hires to rest of associates
-

Train, train and retrain

- Regular team meetings - refresh important topics
 - Inquire about free/subsidized training through your state
 - Train all, not just upper management
-

Creating a positive work environment

- Meals warm the heart (Thursday bagels)
 - Monthly performance bonuses & bonuses for new accts
 - Restaurant gift cards & cash lottery for perfect attendance
 - Bulletin board for associate organized bowling nights, fishing trips, etc.
-

Value their opinions & give praise

- Listen and value their opinion, show respect
 - Celebrate victories - small or big
 - Practical improvement suggestion board
 - Thank you notecards
-

Be transparent

- Share details of large company projects i.e. SQF Certification
 - Yearly newsletter (internal only)
-

3 Takeaways

- Be kind
 - Be a role model
 - Value and recognize their work
-

Thank you!!

Any questions?
