

Turbo Leadership Systems

The **TURBO** **Charger**

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To our clients and friends

Issue 875

Help Wanted

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Larry W. Dennis, Sr. is available for private, in-company leadership development programs.

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TURBO
LEADERSHIP SYSTEMS

The job you will love

Over the past three years of traveling back-and-forth across the United States we've enjoyed eating at Cracker Barrel Old Country Store. We like their southern cooking; find they have excellent variety and value. Donna Lee enjoys looking through their store. Cracker Barrel even has RV parking for overnight dry camping.

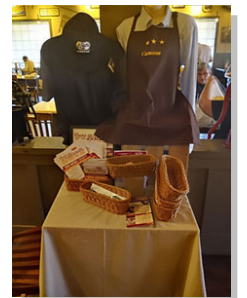
Cracker Barrel, like every restaurant in America, is hiring now! I've been amazed to see the many creative ways restaurants and other businesses are using signage, websites, billboards, receipts, and menus advertising for **"Help Wanted."** I've been impressed with the recruiting displays we've seen in all Cracker Barrels. They not only talk about the opportunity with Cracker Barrel, but they also have a display, as we at Turbo Leadership Systems call it, *"a talk with an exhibit."*



On September 10, 2021, at about 5:00PM, we made one of our many Cracker Barrel stops. After being seated, I noticed a young lady sitting at a corner table. No one paid any attention to her or gave her anything to eat or drink. I guessed she was there for an interview. Finally, after twenty minutes, the manager sat down with her. I could see he was interviewing her. She may have been early, probably was early. Everyone wants to make the best impression on a job interview. Still, he could have at least stuck his head out to say, *"Be with you in a couple of minutes."*

I know from our experiences at Cracker Barrel, employees are trained to greet you when you first step up to the host podium. Often, we are greeted as we walk into the store. They understand the importance of immediate greeting. As I wrote in **Repeat Business: 6 Steps of Superior Customer Service Chapter 5: Action**, it only takes a second to look up and say, *"I'll be with you in a minute."* If the manager couldn't see her for 20 minutes, he could have at least come out and said, *"I'm tied up back in the kitchen. I'll be with you just soon as I can."*

I say this in the context of the extraordinary lengths Cracker Barrel has gone to attracting the elusive job candidates every restaurant and, for that matter, most businesses are looking for today. Their benefits, as you can see, are very impressive.



- Health Insurance
- Life Insurance
- Dental Insurance
- Vision Insurance
- Long-term Disability Insurance
- Severance Pay
- "Cracker Barrel Cares"
- Employee scholarships for college
- Free Drinks/Coke/Juice/Water
- 401(k) Plan
- Defined Contribution Pension Plan
- Food/Meal Discounts
- Paid Holidays / Vacation
- Company Store Discount
- Flextime / Flexible Schedule
- Profit Sharing

Now, more than ever, your job is to equip your team with "A Players." To do this, begin by earning their respect by being respectful in honoring their time.

Treat candidates like customers.

Please forward this to friends, co-workers, customers or relatives who you feel might enjoy it.

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