



WOW!



The background features a stylized comic book explosion. It includes several grey, rounded bomb shapes with red and white checkered patterns. Green lightning bolts and small green stars are scattered around the central text. The entire scene is set against a solid black background.

**THAT**  
**PASSION**  
**IS BACK!**



# 3 KEY POINTS




**OUR PEOPLE**

A large, diverse group of young people, likely students, are shown from the chest up, sitting in rows. They are all smiling and have their right hands raised in the air, suggesting a celebratory or enthusiastic atmosphere. The background is a soft, out-of-focus light blue and white. Overlaid on the center of the image is the text 'RECRUITMENT RETENTION TRAINING' in a large, bold, blue, sans-serif font, stacked in three lines.

# **RECRUITMENT RETENTION TRAINING**



30s

A man in a grey suit and striped tie sits at a conference table, covering his face with his hands in a gesture of distress or frustration. He is flanked by two women. The woman on the left has long, wavy brown hair and is wearing a light blue shirt. The woman on the right has dark curly hair and is wearing a light blue blazer. They are both gesturing with their hands as if in conversation. On the table in front of them are several items: a black folder, a white coffee cup, a glass of water, and some papers. The background is a blurred office setting with large windows.

***Are you willing  
to work around  
my schedule?***

***What does the  
workload look  
like for my  
position?***

***Do I have an  
opportunity to  
advance with your  
company?***

A photograph of a business meeting in progress. In the center, an older man with grey hair, wearing a grey suit and a striped tie, has his hands pressed against his face in a gesture of stress or frustration. He is seated at a dark wooden conference table. To his left, a woman with long blonde hair and a woman with dark curly hair are looking towards him. To his right, a man with dark curly hair and a beard, wearing a blue suit, is also looking towards the center. The background is a bright, out-of-focus office environment with large windows. The overall tone is professional but conveys a sense of high pressure or conflict.

**THE FIRST LINE OF IMPRESSIONS ARE**

**CRITICAL**

JASON'S DELI VIDEO HERE-  
LIVE Employee testimonials

# 2. LANDING PAGES & SPECIFIC CONTENT

## Walmart

- **Awesome Branding:** A Nice employee picture to start off. The simple white background makes elements with Walmart colors (blue and yellow) pop.
- **Job Description Format:** Consistent all around. Headers are a distinct size and color (blue), regular text is readable with a nice mix of bullets, lists, and paragraphs to break up the text.
- **Candidate FAQ:** A great idea for job postings. The dropdown answers make efficient use of the space.

Walmart

Careers

US Career Goals

Locations


Culture

Support

Students

Military

Log in



### Maintenance Area Manager

SHARE THIS POSITION

Facebook Twitter LinkedIn Email

**OVERVIEW**  
SUMMARY ROLE

**CAREER AREA**  
Retail Management Job

**JOB FUNCTION**  
Plan, lead and motivate Management jobs

**EMPLOYMENT TYPE**  
Full-time

**POSITION TYPE**  
Salary

**REGISTRATION**  
MIS0000

Apply

#### What you'll do

Communicate with local individuals or groups, maintain or is willing to maintain, suppliers, services.

- identify, educate, customer, and to supply contacts
- implement the business plan for area of responsibility
- maintain quality and safety standards in area of responsibility
- manage the business plan in area of responsibility
- manage the business plan in area of responsibility
- manage the business plan in area of responsibility
- manage the business plan in area of responsibility
- manage the business plan in area of responsibility

#### Minimum Qualifications

Associate's Degree or Technical School Certification in an applicable field and 1 year retail maintenance experience

#### Preferred Qualifications

1 year Microsoft Office experience

T-ROC

NEWS

CURRENT T-ROC EMPLOYEES

CONNECT

SEE ALL JOBS

Facebook Twitter LinkedIn Email

## RETAIL SALES ASSOCIATE

JOB ID 2020-64630  
MIAMI GARDENS, FLORIDA  
DATE POSTED 06/01/2020

APPLY NOW

### Retail Sales Associate

Mobile Store Operators

**Get to Know Us:**

**Mobile Store Operators (MSO)** can promise you an environment that not only encourages your best, but also rewards it with **plenty of room to grow**. We are a third party retailer for **T-Mobile**, the third largest wireless provider in the United States. MSO is headquartered in Coral Gables, Florida. In 2017, we will operate more than 80 T-Mobile stores across the eastern U.S. and Puerto Rico.

**Culture:**

At MSO, our success is powered by people and technology. Our culture is what makes MSO a **fun** and rewarding place to work. We encourage our employees to act like entrepreneurs. We champion diversity and we are always seeking new ways to **amaze our customers**. Success is celebrated and **integrity** is the core of who we are at MSO.

Give us your best and we'll give you ours.

**Summary of Position:**

MSO's T-Mobile retail sales associates are **wireless experts** that can sell all T-Mobile products and services, while providing **amazing customer service** during each visit. To be the face of **our company**, you'll need to know wireless technology and **love to help people** by assessing their needs. We provide our **enthusiastic professionals** the **best in class training** necessary for them to educate our customers on T-Mobile's many products and services.

Our team members **embrace** the challenges of meeting our goals and exceeding the standards. We go above and beyond to ensure that our team members receive the **best training in retail**. We treat our dress code professional and our attitudes playful. You are **supportive of the team**, you work with us you all grow together. **Internal growth and development** are the keystones to our success.

**Qualifications:**

- Must have a high school diploma or equivalent
- Must have experience in the wireless industry and at least a year of amazing retail sales experience
- Must be willing to approach and greet the public
- Must be willing to participate in continuous learning and training
- Must be willing to adhere to "retail hours." Ability and willingness to work days, nights, and weekends is a must.


**What Can We Offer You for All Your Hard Work?**

**Benefits:**

- Uncapped commission, plus hourly wage
- Medical, dental, and vision coverage
- 401(k)

### WHO WE ARE


T-ROC is a group of companies that work together seamlessly to provide a full spectrum of unique solutions for retail companies. Although they are each effective individually, together they work to their full potential to increase sales and reduce costs for any retail business through the power of people and technology.



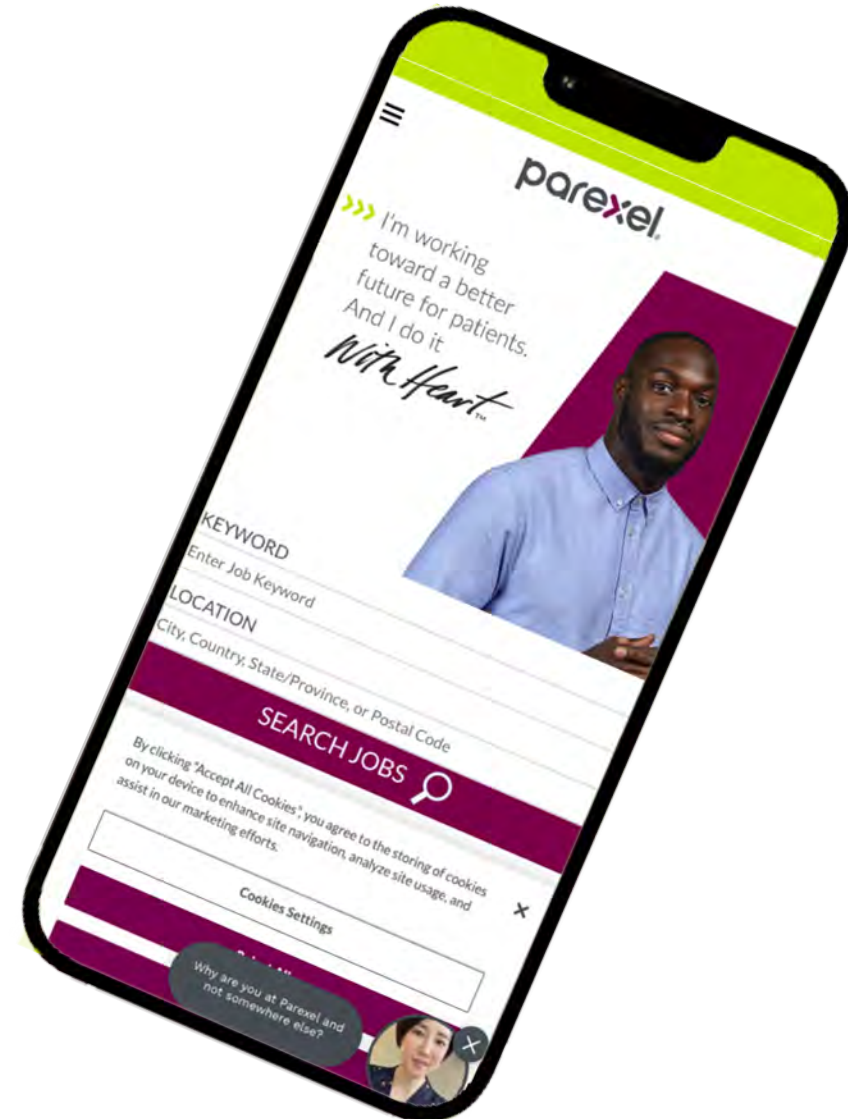
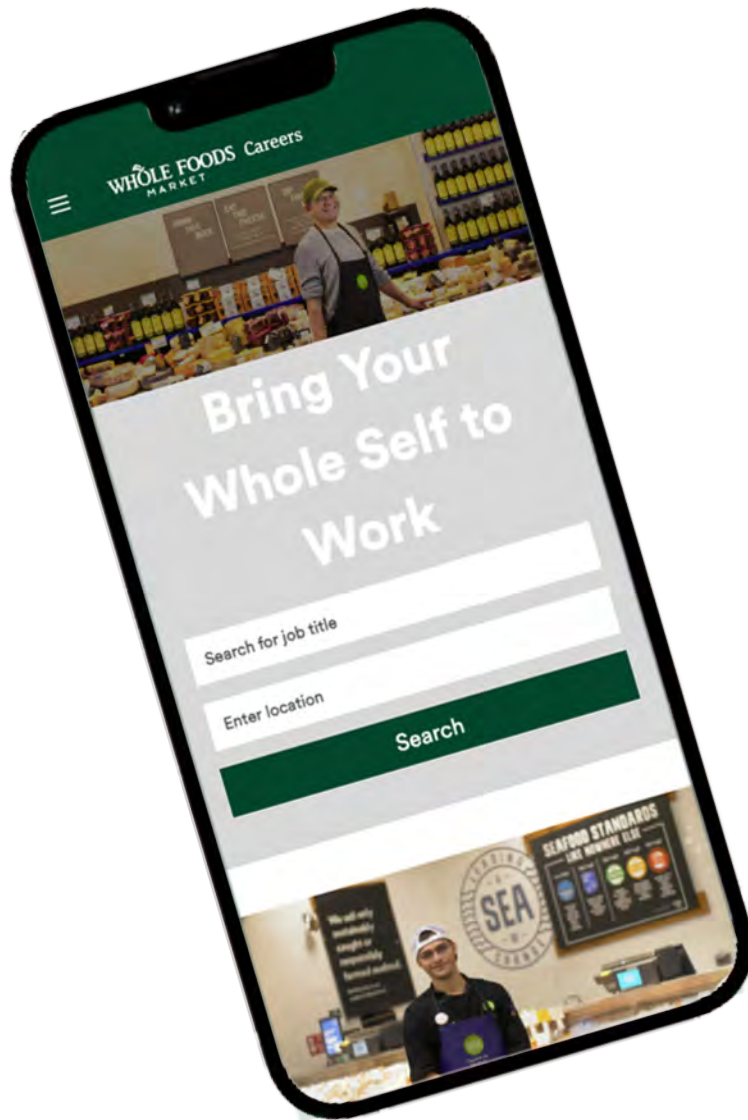
READ MORE

### LOCATION

Click here to view this location and to learn what's nearby



# 3. MOBILE-FRIENDLY DESIGN






*“Change is the  
only constant  
in life.”*

*One’s ability to  
adapt to those  
changes will  
determine your  
success in life.”*

*-Ben Franklin*



*“Reactive nature of staffing issues in the past few years really put pressure on our existing people, and the time they invested in new hires felt wasted.”*

*– Josh Bickford, Clyde’s Donuts*







# CLEAN, SAFE & CUSTOMER READY

TEMPS  
AM



## Using Operation Station:

- 1 Complete tasks on Station Cards.  
**Clean:**  
To ensure the station has no 3-D debris  
**Safe:**  
Check station items to ensure they are in good repair and won't cause harm  
**Ready:**  
Prepare the station so you are ready to serve customers
- 2 Move card to Clean, Safe and Customer Ready when complete, placing the card behind any cards that might already be there.
- 3 Repeat for each day-part. Do not move to the next day-part until the current day-part is complete.
- 4 When the day's tasks are complete at the end of day, flip the top cards over to move the cards in the opposite direction the next day.

Scan here for how to videos:



Left Side

Expendable. For Starbucks business purposes only. Do not distribute. Designated for internal use only.

# FOOD CASE MID



## Check:

- ☐ Equipment
- ☐ Floors and cove molding
- ☐ Food is within code date

## Clean:

- ☐ Equipment
- ☐ Floors and cove molding
- ☐ Walls
- ☐ Trash cans

## Ready:

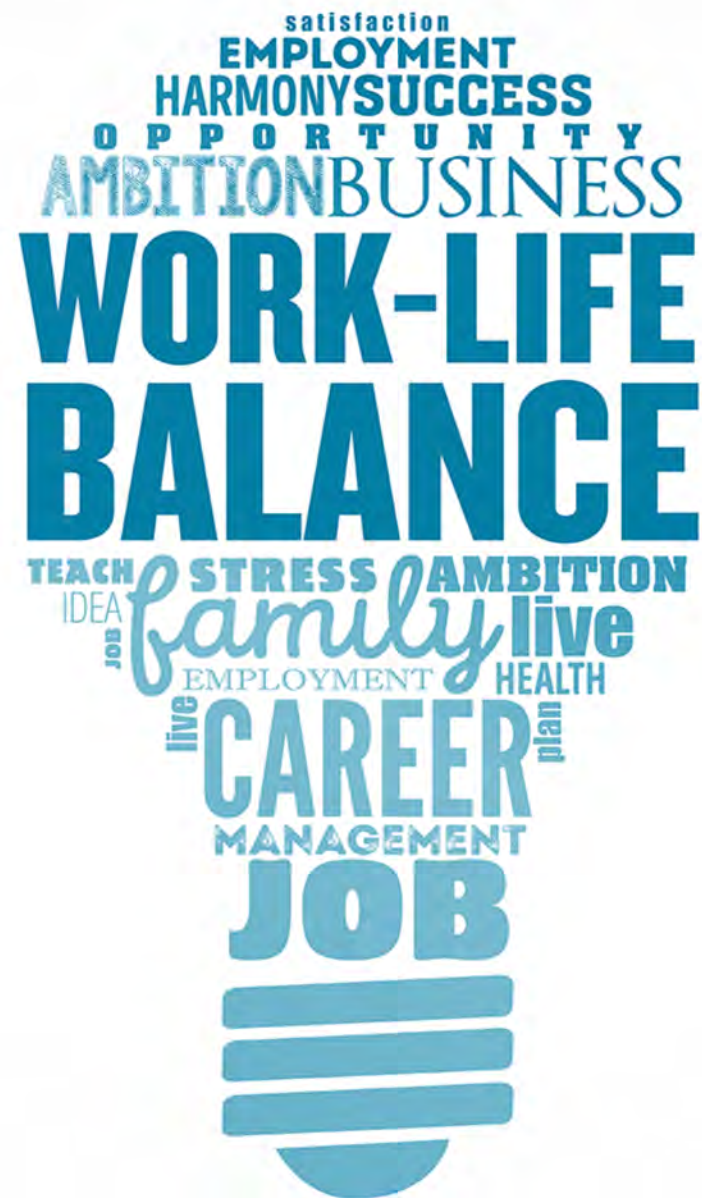


Confidential. For Starbucks business purposes only. Do not distribute.



# RETENTION





**RECOGNIZING  
EMPLOYEES**

The word cloud features the following terms (among others):

- Central Title:** RECOGNIZING EMPLOYEES
- Large Words:** self-esteem, narcissism, life, self-worth, achievement, feeling, success, value, opinion, respect, attitude, character, appearance, vanity, emotion, status, behavior, happiness, dignity, admiration, self-respect, conceit, superiority, arrogance, life, self-worth, achievement, feeling, success, value, opinion, respect, attitude, character, appearance, vanity, emotion, status, behavior, happiness, dignity, admiration, self-respect, conceit, superiority, arrogance.
- Medium Words:** life, self-worth, achievement, feeling, success, value, opinion, respect, attitude, character, appearance, vanity, emotion, status, behavior, happiness, dignity, admiration, self-respect, conceit, superiority, arrogance.
- Small Words:** life, self-worth, achievement, feeling, success, value, opinion, respect, attitude, character, appearance, vanity, emotion, status, behavior, happiness, dignity, admiration, self-respect, conceit, superiority, arrogance.

[illegible]



**WE'RE COMMITTTED**



**OUR CUSTOMERS**



**V A L U E**

**AFFORDABILITY & VALUE**



**HIGHER QUALITY PRODUCTS!**

A man and a woman are sitting at a desk in a home office, looking stressed. The man, on the left, has a beard and is wearing a striped polo shirt; he has his hand to his chin and is looking down. The woman, on the right, has long brown hair and is wearing a grey t-shirt; she is resting her head on her hand and looking at a laptop screen. The background shows a modern home office with shelves holding various items like vases, plants, and books. A large, bold, white word is overlaid on a dark rectangular background at the bottom of the image.

**INFLATION**



**PERMISSIBLE INDULGENCES?**

**HALF YOUR  
PIE AND  
EAT IT TOO!**



Enjoy a  
half pie  
for

**\$4.99**





**CUSTOMER-CENTRIC TRAINING**



# A FETA "CRAZE"



**e-COMMERCE**

*“For the 1<sup>st</sup> time in a year, COST rose to #1 IMPORTANCE OVER CONVENIENCE”*

*– Mercatus Survey*





# MILLENNIALS



# **“PARTNERSHIP**

**is an arrangement where parties, known as business partners, agree to COOPERATE to ADVANCE their MUTUAL INTERESTS”**

*– As defined by Wikipedia*

A close-up photograph of two hands shaking in a firm grip, symbolizing a partnership or agreement. The hands are positioned in the center of the frame. The person on the left is wearing a dark grey sweater over a shirt with thin vertical stripes. The person on the right is wearing a dark grey suit jacket over a white shirt. The background is a blurred array of colorful folders or papers, suggesting a busy office or data center environment. The word "PARTNERSHIPS" is overlaid in large, bold, white capital letters on a dark grey rectangular background at the bottom right of the image.

**PARTNERSHIPS**



**CUSTOMERS**



**WE ARE YOUR PARTNER**



**WE ARE A COMMUNITY**



**WE ARE GOING FORWARD**



**WE ARE GOING FORWARD  
WITH YOU!**

(SILENT VIDEO) FAINT, DISTANT SOUND OF TRAIN BUILDS FROM "BACK ON THE TRACKS THROUGH THANK YOU"

David Haaf  
Inaugural President's Address  
IDDBA 2023 / Anaheim CA 2023  
What's in Store?

"By the Industry For the Industry"

*-The below is the script presented by newly appointed International Dairy Deli Bakery Association (IDDBA) President and CEO, David Haaf. David addressed industry challenges and opportunities and support and solutions the association provides.*

*Should you have questions, comments, or media inquiries, please direct those to Whitney Atkins, IDDBA's Vice-President of Marketing [watkins@iddba.org](mailto:watkins@iddba.org).*

Welcome to Anaheim! I want to thank each and every one of you for being here today and more importantly, your participation and support of the IDDBA. Grand events such as these are simply not possible without great membership participation, such as yours! Wow! How exciting it is to see such a dynamic mix of Dairy, Deli and Bakery professionals sharing great products, services, and most importantly, networking again! There is no question that we are a passionate and unique breed of professionals in our industry.

"People with great passion can make the impossible happen. I'd rather die of passion than boredom." Quoted by French Novelist, Emile Zola. Barely a year removed from the Covid pandemic, I believe our passion has burnt strong. But our fuel to fire the passion, through networking face-to-face, was missing!

Well, that passion is back! Stronger than ever, as noted by the great networking on the show floor yesterday. Our dedicated community of the IDDBA depends on your passion to further our relevance and support to our membership through education, resourcing, and networking.

Today, I'm going to address 3 points of focus: our people, our customers, and our partners. We need to understand the evolution of these three critical areas of our industry. Understanding how and why we should continue to invest resources in our strategies will be essential in the growth of our companies.

First: Our People. Turnover in bakery delis is still running record highs. Productivity has been at an all-time low. In addition, average payroll in bakery deli is up over 12%. This is, of course, driving up training commitments and budgets for product providers and services alike. Good news is 1<sup>st</sup> quarter reporting is indicating some stability and stronger applicant pools due to inflation and recessionary pressures. What are we doing about it? What can we do about it?

For starters, we have to understand the dynamics of our work force has dramatically changed post-pandemic. We have to rethink the key areas of staffing, which are recruitment, retention, and training. We also have to understand that it's an "all about me" workforce.

We now need to focus on the 3 “Q’s”: quality of life, quality of work, and quality of schedule. Recruitment now requires some great salesmanship to attract today’s work force. Wages, though important, are not the sole deciding factor. Applicants are asking, “Are you willing to work around my schedule?”, “What does the workload look like for my position”, “Do I have an opportunity to advance with your company?”.

The tables have turned, we equally now have to sell our companies and the three “Q’s” to the potential employee versus them selling us on their abilities. First line of impressions are critical to recruitment of today’s top talent. Some of our country’s fortune 500 companies having the most success with recruitment and retention have invested top dollars and efforts in the first line of impressions, which are their career sites. They simply are far from basic or generic. Your career site is the first thing every candidate will check out, and we all know how important the first impression is.

There are three key focuses these companies have in common. First, share employee stories candidates love to hear first-hand experiences before they apply. Who would speak better about your company than your employees? Let’s take a look [video]. Great job by Jason’s Deli! Next, landing pages and specific content. Creating landing pages for each job function makes it easier for candidates to browse through the jobs and stop only on the most relevant ones. And finally, mobile friendly design. No secret, phones are essential to our livelihood. Invest some time and effort in designing a site that accepts mobile applications.

“Change is the only constant in life. One’s ability to adapt to those changes will determine your success in life,” quoted by Benjamin Franklin. Staffing and work force expectations are constantly changing and at times demanding. Training is and has always been a key focus in the success of a productive team. Once again, we have to rethink our strategies in our companies and organizations. Simple on the job training is not going to cut it. Companies are being forced to do more with less. Our associations are pressured to keep up with workload and production, much less spend time training.

Josh Bickford, President with Clyde’s Donuts, shared with me, “Reactive nature of staffing issues in the past few years really put pressure on our existing people and the time they invested in new hires felt wasted.” How many of you have heard a similar story in your company? We have to look at stronger commitments to our computer-based training and on-demand videos with our new employees.

Yes, that’s right folks. The QR code is back! Job aids that are supported with quick “how-to” videos with simple scan of the QR code help instruct our new associates.

At the point of preparation. Starbucks executes this as good as any company with their “clean, safe, and ready” card program. These cards are assigned daily to their baristas. They provide video instruction for easy comprehension and task execution.

Technology can also play a role in assisting in our productivity, as well as bridging the gap while we train our new work force. Our manufacturers continue to develop great new innovations. Take a look at this great training video of the future. [Video].

In addition, freezer to oven product quality has come a long way over the past several years over the past several years and has become more relevant in our bakery categories. Bakers used to be a dime a dozen and trained their own replacements upon retirement. Now turnover in bakeries is at an all-time high. Croissants being a perfect example. The most critical step in a great croissant is.....? That's right – proofing! Freezer-to-oven now eliminates that step. In fact, eliminates several steps. You now place on pan, bake, and package. As retailers, you now have multiple options to pick from. Proof and bake, freezer to oven, or fully finished. All you have to do now is decide what product offering fits your current work force and your customer's needs.

Retention: equally challenging and important. Companies better be able to back up the 3 “Q's”. Today's work force is less patient and job supply is plentiful. Compensation and benefits, though important, are not the sole determination of associate loyalty and retention.

Successful companies navigating the retention challenge all have these course-of-actions in common. First, improving organizational culture. It's probably the single most difficult thing for a company and leadership to accept. However, it's clearly one of today's key drivers of work place satisfaction. Involving: articulating values, employee voices, and commitment to both diversity and inclusion.

Next, prioritizing work life balance. Not just a buzzword – it's reality. Understanding remote and flexible scheduling are important, but of little use, if associates have more work than they can reasonably achieve.

Recognizing employee contributions. Everyone likes to feel valued. “When employees feel recognized, they are 56% less likely to look for new opportunities,” as noted by a Gallup/Workman survey.

And finally, creating pathways for growth. According to McKinsey & Company, “Lack of opportunities for career development and advancement were the top reasons employees left jobs last year.”

These are real challenges and opportunities. We're here to help! We have an IDDBA community full of resources dedicated to educating you and your companies in these endeavors. We're committed to continued growth in education and training with job aids, certification classes, and leadership development, just to name a few. Reach out to our talented team of professionals here at the IDDBA.

Our Customers.

Understanding our customers' shopping habits is not new. However, it has taken a dynamic shift post pandemic. Savings continues to be top of mind for our customers. Though it presents challenges, it also creates acceptance by our customers that they will have to pay more. Elevating affordability and value is still a top priority to our customers. However, customers have also come to expect and turn to higher quality products. This can be seen as a win for retailers, allowing them to introduce new and higher quality products. Our job as retailers is to help educate our customers what the value in products are. I'll give you a hint, it does not always mean cheaper.

No question, inflation has led to some stressful times for our customers. Couple that with the recent ending of SNAP emergency allotments. Our industry is staring at a \$46 billion gap in consumer spending.

As inflation leads to recession, customers will be forced to watch their spending even more, raising stress levels even higher.

One shift in customer shopping habits from this transition is permissible indulgences. Meaning our customers are looking for small, affordable ways to treat themselves during these stressful times. In my previous role as VP of Deli Bakery Operations, we understood that we were an impulse buy department. Meaning our product offerings were not must-have items on our customers' shopping lists. Retailers need to be looking at ways to present value to our customers while at the same time feeding their permissible indulgences.

One example, noted in several top 100 retailers is ½ cake and ½ pies. Programs such as these give customers the quality they want at a retail better suited to their budget.

As the leaders of our industry and companies, we have to coach and train our employees on communicating the value to our customers. In addition to quality and value, customers now expect an experience. Meaning more service and customer-centric training with our employees.

It also means reacting and marketing to the dynamic shifts our customers are demanding. Understanding our customers have become more creative and engaged in meal preparation and not afraid to showcase exquisite creations for all the world to see.

How many of you remember this now famous baked feta pasta dish? [video] Show of hands if you, your company, or more importantly, your family were impacted by Jenni's TikTok post? Literally put our nation and world on its side with overwhelming demands for feta.

E-commerce continues to hold strong. You need to ensure it is an essential part of your company's staff education and resourcing strategy. Convenience has always been popular with American shoppers. Cost of conveniences, however, has become a key factor in the e-commerce sector.

According to a recent Marketo study, "For the first time in a year, cost rose to number one importance over convenience." Meaning, customers are now starting to place thresholds on how much they are prepared to pay for that convenience. This is not to say that the American customer is not fully vested in home delivery, but rather, becoming more frugal in their decision making.

In fact, home delivery services such as Instacart, Grub Hub, and Doordash all reported strong growth in year-over-year earnings. All of these services charge customers premium upcharges to do their shopping and meal preparation. Yet customers are still prepared to pay for it. Millennials are utilizing at-home delivery at nearly twice the rate of baby boomers. Redirecting your marketing strategies has to be a top priority.

Click and Collect sales were in excess of \$95 billion last year and are expected to reach \$113 billion in 2023. Curbside service flourished throughout the pandemic and now our customers have become accustomed and enjoy the service. Focusing research and resources is a must. Our IDDBA community can assist you with these trends and supporting information.

Finally, Our Partners. “Partnership is an arrangement where parties, known as business partners, agree to cooperate to advance their mutual interests,” as defined by Wikipedia.

Why do I emphasize the term partnership? Because it is an essential part of our business strategies to grow our business together.

Yes, that’s right team! We need each other. Manufacturers can’t survive without retailers and retailers can’t survive without products and services. Most important, our customers are depending on us to partner together to provide them the products, services, and value they need.

Unfortunately, partnerships have become diluted in some instances. Challenges in sourcing ingredients and products have forced some companies to simply accept what’s available. We must get back to becoming partners again.

Those of us who have maintained great partnerships know the true value of partnerships versus simply doing business with a company. End goal, for most every company in the room today, is to provide excellent products and services to our customers. Fair statement? Whether we’re a supplier, retailer, or service provider, our livelihoods depend on our customers shopping with our company.

No secret to anyone in the room, supply chains have been challenged more than any other time in the history of our country. Our supply chain manufacturers have been and still are seeing challenges in sourcing ingredients, supplies, and labor constraints. However, we cannot let that get in the way of partnering together!

Here’s a final thought on partnerships. I want each and every one of you to know and understand that we, the IDDBA, are a partner to each and every one of you and your companies! We are a community built of talented staff, board of directors, retailers, manufacturers, and brokers that are committed to supporting the well-being, success, and growth of your companies and our industry. As the premier trade organization for the industry, we can provide great networking and resourcing.

We’re not going anywhere, except forward with you! Reach out to us. Tell us your needs. Challenge us to better assist you. Our industry is back on the tracks and running full steam ahead! We’re here to be a part of your strategies and your future. Together we will persevere! Thank you!