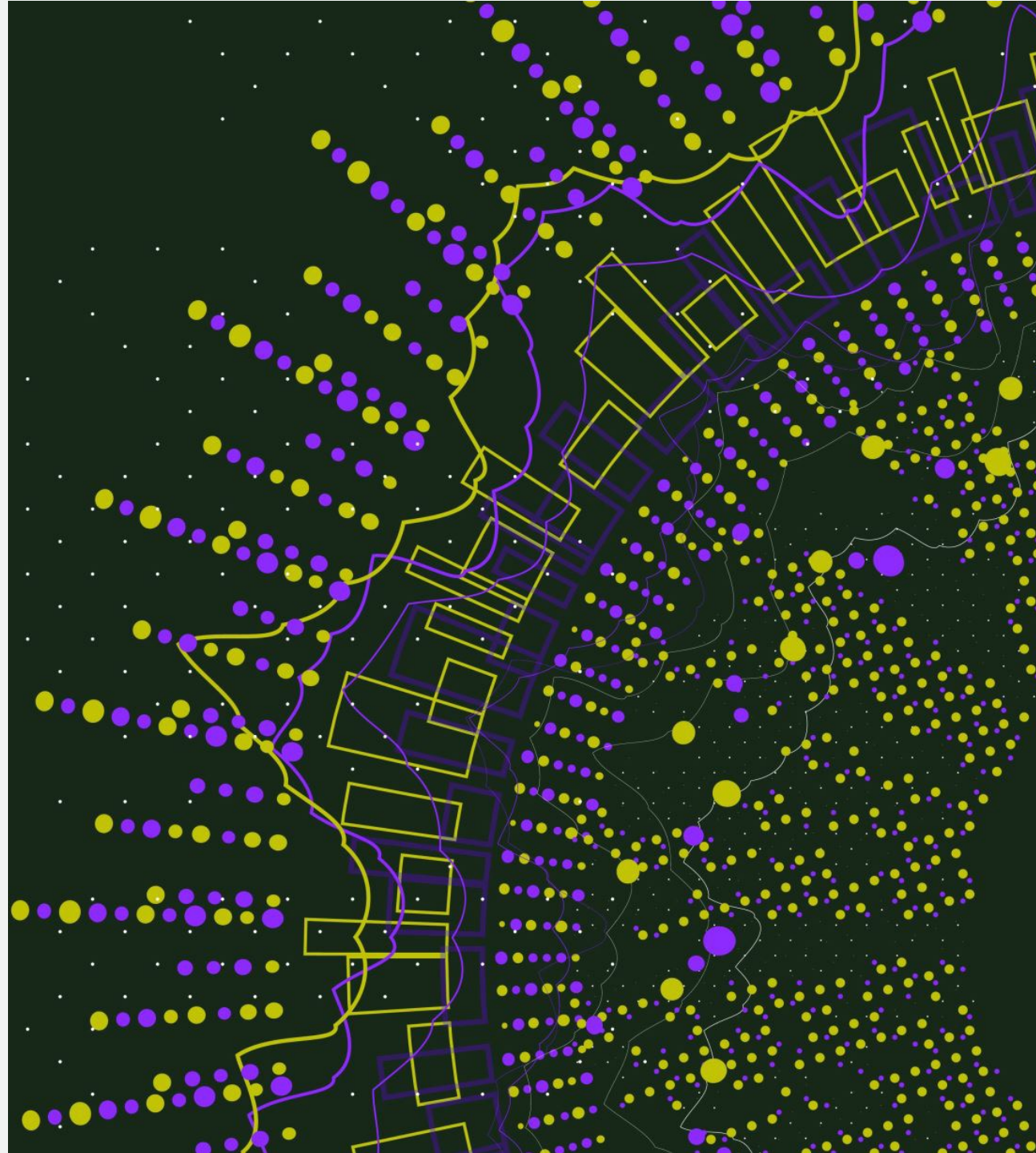
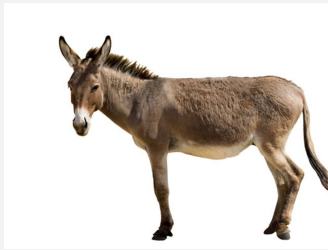


# Overcoming Labor Shortages

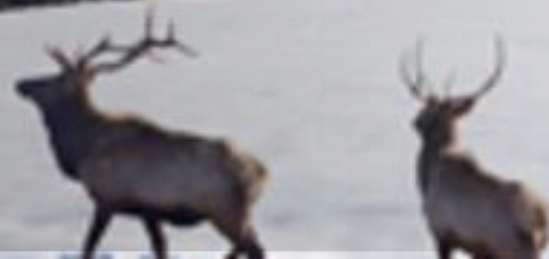


Kick A\$\$ In 2022





# Broadcasting From Beautiful Colorado



Today: We're going to cover a number of strategies.

Look for 1 or 2 you can implement right away.







## Are you in a high demand market?

- Booked out for weeks?
- Scrambling to stay caught up?
- What do hotels, airlines, and other companies do?
- They RAISE THEIR PRICES
- You should, too!

## Raise Your Damn Prices

- The first number in your margins should be a 5
- 50% is minimum



# Case Study: Right Carpet & Interiors

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Owners: Jennifer, Jandi and Lohn

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**Margins last Fall: 40%**

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Closing 80% - 90% of quotes

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**Increased margins to 50%**

---

Still closing 80% - 90% of quotes

# 10-Quote Challenge

What are your current margins?

Calculate your closed sale ratio for the past 30 days. (e.g. 10 total quotes, 7 of them closed = 70% closed sale ratio)

Raise your margins to 50% on the next 10 quotes

Calculate your closed sale ratio for those quotes.

Offer higher  
Wages

Right now it's a seller's market

You're competing with NOT  
working at all

You've got to make it more  
enticing to work than not to work

Pay more than the competition



# Free food

Costs \$10,000 to replace an employee (or more)

Investing \$5/day per employee for free food = \$1,000 per year each

Snacks, sodas, coffee

Lunch once a week

Why employees  
stay at a  
company  
(workforce.com)



48% - Having a good manager



46% - Appreciation from managers and  
other employees



39% - Career opportunities



32% - The chance to develop new skills

Create Opportunities  
For Growth &  
Development



# Examples



MANAGEMENT  
OPPORTUNITIES  
(ADVANCEMENT)



SALES TRAINING



MANAGEMENT  
TRAINING



CONTINUED  
EDUCATION





## Employee Outings

- **2-4 times per year**
- **Top Golf**
- **Top Flight (darts)**
- **Boating**
- **Outdoor activity**





# Improve your Work Environment

- **Provide work-life balance**
- **Be transparent and honest**
- **Create a career path: meet with team members to plan a three and five-year career**
- **Create a positive work environment. (Real praise and recognition)**
- **Recognize and reward team members.**
- **Weekly trainings**



# Provide Remote Working Opportunities

- **Virtually all administrative tasks can be done remotely**
- **It's all digital information that can be handled ANYWHERE**
- **Let administrative staff work from home one or more days a week.**
- **Bookkeeping, Scheduling, Ordering, Answering phones, Email**

It's a seller's  
market

Anyone who wants to  
work is working

You are competing  
against ALL other  
employers

You're competing  
against NOT working  
at all



# Recruiting



You're **SELLING** them on working for you



Make your ads fun and relatable



List the benefits, perks, work/life balance



**Offer higher pay.**  
**(Figure out the maximum you can pay, not the minimum)**

Q&A





# Tribal Leadership

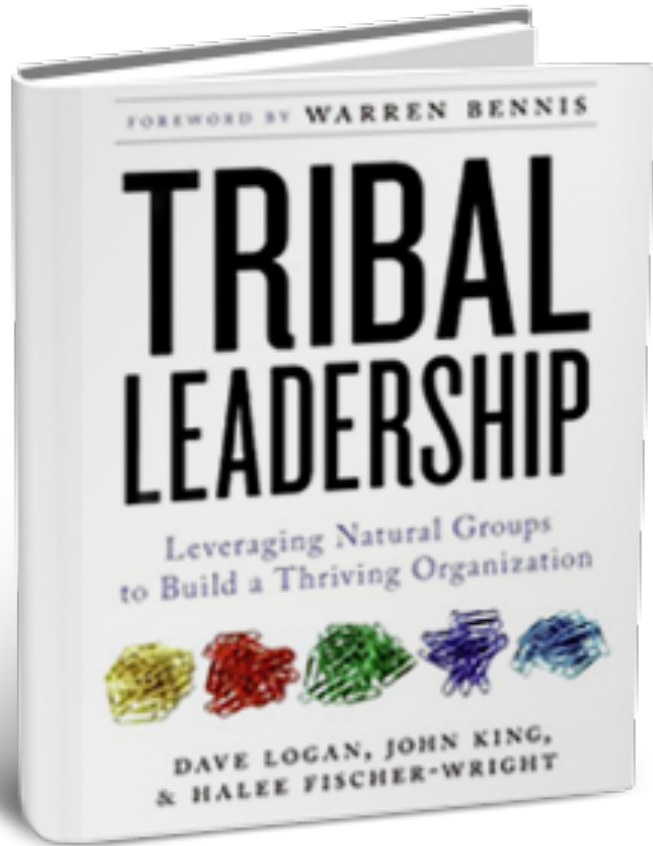
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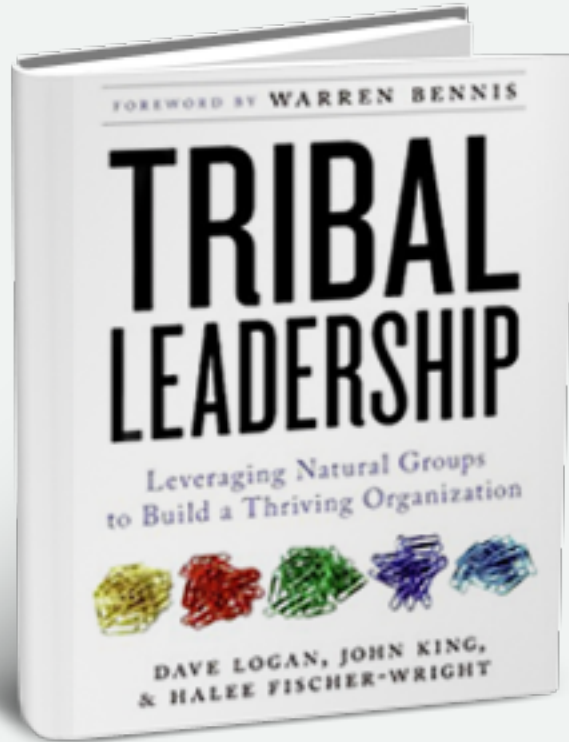
## Tribal Leadership is a Commitment

- **Not just a label you slap on your business**
- **It's about giving your team a higher sense of purpose. Vision.**
- **What is the "Big Why" for your organization?**
- **Your team becomes invested in the "Big Why"**





Great book!



## 5 Tribal Stages

<i>Stage</i>	<i>Mood</i>	<i>Theme</i>
5	Innocent Wonderment	"Life is great"
4	Tribal Pride	"We're great (and they're not)"
3	Lone Warrior	"I'm great (and you're not)"
2	Apathetic Victim	"My life sucks"
1	Despairing Hostility	"Life sucks"

Let's Kick A\$\$  
In 2022!

