



[Pixabay Image](#)

We are competitive by nature so this will keep things fun and drive additional sales.

58. Communicate and engage with your employees

It's important that your employees feel that they are an integral part of your business too.

Make sure you have an open communication with your staff and that you let them know about your plans for the business, how the sales are doing, or how the bottom line is looking at the moment. You can do these short meetings before each shift.

“To win in the marketplace you must first win in the workplace” – those are the words of Doug Conant, CEO of Campbell's Soup.



[10 Ingredients for a Winning Workplace](#) by [ORC International](#).

59. Get those first-time customers to come back

Train your staff to look out for first-time customers and ask these people how they found out about you. Make sure that these first-timers get the perfect service from you crew as it could be your first and only chance to make a good first impression.

Make sure they are greeted with a smile and give them a discount coupon they can use on their next order.