

## Marketing Munchies Podcast Transcript

### Season 2 Episode #1: Resolutions

[music]

Announcer: Welcome to the Marketing Munchies Podcast series hosted by Dr. Bridget Behe. Each week Bridget and her guests will share information, insights, research-based findings, and her 30 years of experience to help your horticultural business connect better with current and future customers. Now, let's join our host, Dr. Bridget Behe.

**Dr. Bridget Behe:** Hi, and welcome to Season 2 of the Marketing Munchies Podcast. I'm your host, Dr. Bridget Behe. I want to thank all of my listeners from 2018—to those of you who are returning—and also my first-time listeners—those who are just joining us in 2019 or just recently joined us. I am really excited to start Season 2, and Season 1 has surpassed, greatly surpassed, my expectations. I had over 2,300 unique downloads last year. I am hoping to double that for this coming year.

This week, I want to talk about resolutions as we turn the calendar page and start this new year. Many of us often make New Year's resolutions, and I want to talk about some business, marketing, and management resolutions that I think you might be interested in trying. I am usually not a big one for New Year's resolutions, because we too soon forget them or we just do not incorporate them. Then, we kind of lose sight of them. I often take my birthday which, unless your birthday is New Year's Eve or New Year's Day, around this time, you would have some time to think about making some resolutions.

One of the things that I always do on my birthday, is make sure that I update my resume. I would encourage you to think about resolving to keeping your resume or CV updated. You just never know who you are going to meet. You never know what opportunity is going to arise. I like to take one time a year to put the important projects in, put the important information that might help me get that next job. I really encourage my students to do this exercise—not on New Year's Eve or New Year's Day as a resolution, but something that they should do every year on their birthday.

Another thing that I would like you to think about resolving to do in 2019 is to get better measures. One of my favorite adages is "That which gets measured gets managed." If you are not measuring things it is really difficult to manage them. Think about the things that you want to manage, and see if there is a way that you can manage them. For example, I think every retailer should their average sale per customer or average sale per square foot. I think most businesses, whether they are wholesale or retail, really should understand measures around shrinkage and loss. I think measures that have to do with productivity and employees really are really important measures. How much are you spending on benefits? How much of a return on investment are you getting on their time doing specific activities? How can you make that process more efficient? How many people are you turning over, and how could you reduce that turnover?

Because, there is this substantial cost to hiring and training. When you reduce that employee turnover, you really have the opportunity to reduce your total employment costs.

I also think you should resolve to make sure employees know how much you appreciate them by saying a kind word—not necessarily having an employee of the month award, although sometimes those are nice, but taking time to attend to the little things—both for employees and for customers. Thanking them for their business, thanking them for their energy and their input and their time. Those niceties really go a long way to helping a business keep and not have the cost of recruiting new customers and new employees.

I would like you to think about resolving to learn a new skill to help yourself and your employees understand how to do something new with regard to the business—whether that is taking them to a training session to learn how to operate a new piece of equipment. Maybe that is looking into a new point-of-sales system, or maybe that is something that has to do with sales training and how to interact with customers. I think any aspect of training is a really good investment, particularly when we are training around safety. A lot of times we have had employees who have really good safety practices, but sometimes we forget to train or teach the new employees really what the safety protocols are or the best ways to operate and use some equipment. Training is an absolutely wonderful idea to resolve to do. Sadly, it is one of the first things to get cut when budgets get cut. I really am a firm believer in a culture of training and a culture of safety.

I think the last thing I will put on my resolutions list is to reflect upon daily or weekly events. Sometimes we are just so busy getting through the business of life, the business of business, that we do not make that time to do some reflecting. Taking some time to do some reflection every week or once a month, maybe that is ten minutes a week, maybe that is a half an hour a month. I think it is important to reflect on some of the activities and the happenings in the business—both positive and negative. Thinking about the positive ones and maybe how you could replicate that and some of the negative ones. Thinking about the impact that it had on the business and maybe ways to avoid it in the future.

This is my primary resolution for 2019 is to slow down a bit and reflect on some of the good and the not-so-good. Thinking about the impact that it had on my teaching, on my research, on my presentations in extension, and really trying to incorporate some of the things that I learned in order to be a better professional.

I hope you find these resolutions helpful for 2019. Maybe there are one or two things you could think about incorporating to make you a better professional, a better business person. I want to wish you a happy, healthy, and prosperous New Year. I hope that you will return every week and listen to a new Marketing Munchies Podcast and, hopefully, you will find some useful information to give you that prosperous New Year.

Thanks for listening, and I hope to have you back next week!

[music]

**Announcer:** Thank you for joining us on this week's Marketing Munchies Podcast. For more information or to download the transcript of this podcast, please visit, [connect-2-consumer.org](http://connect-2-consumer.org). That's C-O-N-N-E-C-T, dash, the number two, dash, C-O-N-S-U-M-E-R, dot, C-O-M.

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Issued in furtherance of MSU Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jeffrey W. Dwyer, Director, MSU Extension, East Lansing, MI 48824. This information is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by MSU Extension or bias against those not mentioned.