

# GATOR BITES

Greetings! Here's your May, 2019 edition of Gator Bites with ideas and tips to help grow and improve your business or organization.



## **FEATURE ARTICLE - 4 Part Series on Hiring, Retaining, Training and Evaluating Employees**

### **HIRING THE RIGHT EMPLOYEE - Part 1 (3 minute read)**

#### **Also in this issue:**

- IT Tip
- Quote of the Month
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- Inspiration
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- What can learning poker strategy teach about business strategy - guest columnist Chris Herchovon
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- Money Saving Idea
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- Promote Your Business

**Success, real success, is helping other people be successful.**

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## **Pass it On**

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# 2019 Gator Vacation Stay Giveaway

Vegas

Daytona

Orlando



The next drawing for the Gator Vacation Giveaway will be on May 13. No purchase necessary to enter but you can earn bonus entries if you buy The Alligator Business Solution. [Click Here to Enter](#) If you don't win on May 13 your entry stays in for the June 13 drawing.



## Part 1 - Hiring The Right Employee

*“I’d rather have a lot of talent and a little experience than a lot of experience and a little talent.” – John Wooden*

Mike Covert, the owner of Covert Aire, told me the toughest business decision he ever made was hiring his first employee. He wasn't concerned with how to cover the cost of an employee because he had prepared for that; he was concerned about giving up control. Someone else would be out there maintaining and fixing HVAC systems. He knew the quality of his own work, but would the new person deliver the same? If not, the image of Covert Aire could suffer from Reputation Deficit Syndrome.

If you have ever hired someone, then you know that sometimes, despite your best efforts, you end up choosing the wrong person. If and when this happens, it is your responsibility to learn from the mistake. Were there any warning signs you missed? Did you have any hesitation about your decision, or did you settle on choosing the best from a bad group just to fill the position? Unless you can function alone, then you're going to have to try hiring again, and you may as well arm yourself by learning as much from your mistakes as you possibly can.

[READ MORE](#)

## IT TIP

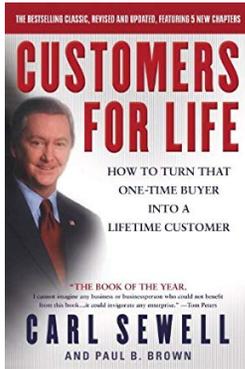
### PROTECT YOURSELF

Are Keyloggers recording You? This article can help you protect yourself. [Click here.](#)

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## Quote of the Month

**Treat the little customer as if he was a big customer and he will stay with you when he grows up. - Roy L. Smith**



## Book of the Month:

### **Customers For Life by Carl Sewell**

There are so many lessons to be learned in this book. It is one thing to get a new customer but then can you keep them? Carl Sewell built a billion dollar car dealership so he knows something about keeping customers. This is an easy and fun read.

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## **INSPIRATION**

It's not what you take with you when you go but what you leave behind when you leave - Sir Nicholas Winton

[Click Here to watch video](#)

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## **Words of Wisdom**

You are where you are because that is where you choose to be. Our choices have brought us to where we are today. Some were good and some were bad. We can't change the past and sometimes can't atone for the past. But this should be exciting for you to realize because you can learn from the past and make better choices in the future. Your future will be determined by your choices.



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**What can learning poker strategy teach someone about business strategy?**

Gator Bites welcomes guest columnist Chris Hervocho, owner of SOAR - A Better Way CPA. <https://betterwaycpa.com/>, 843-608-0298, [chris@betterwaycpa.com](mailto:chris@betterwaycpa.com)

[Read the Article](#)

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**Nikki Pettit and her husband Morgan own Savannah Blinds**

**[Website](#). When they need to resolve a business issue this is where they turn.**

[Listen to the interview](#)

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## **STAPLES** Advantage **Money Saving Idea**

In 2010 we partnered with Staples to create Rockwell Purchasing Association (RPA) so small businesses could qualify for commercial discounts. Your organization would have to purchase \$35,000/year to qualify for commercial discounts. By combining the purchases of our 100+ members, we qualify for 10-15% discounts. I've actually gotten as much as 40% but that isn't the norm. Contrast that with Staples Rewards, which is a retail discount program for individuals that gives 5% discounts. As a member of Rockwell Purchasing Associates (RPA), you can buy online or in any store in the lower 48 states. There are over 23,000 items in the RPA catalog. Not only do we have office supplies, but we have cleaning and break room supplies, furniture, technology products, logo items, and many other business services like printing and promotional products. Non-profit organizations are also eligible for membership.

Membership in RPA is FREE and there are no purchase requirements. To sign up click on [RPA](#) and start saving.

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## **Be Fearless**

Last May I took my granddaughter Mary Alice, aka Munchkin, on a trip to visit

national parks. Near Great Sand Dunes park in Colorado was a place Colorado Gators so we stopped in. Munchkin jumped at the chance to hold this alligator. She is fearless. Being in business for yourself can be scary but not to worry. We are here to help.



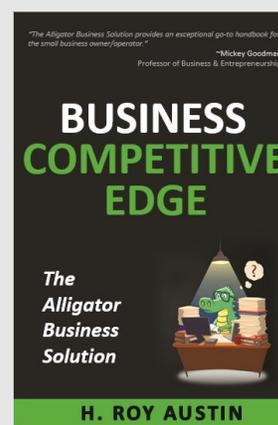
Our coaches can help you rev up your business and put you on the path to reach your vision. The fundamental purpose of Rockwell Business Solutions is to help you achieve your vision and goals. Contact us at [rockwell@hargray.com](mailto:rockwell@hargray.com) or 843-597-4826 for a free consultation.

### **Need a speaker?**

Roy's next major engagement is at the international convention of Institute of Management Accountants in San Diego. Coach Roy Austin has presented to audiences all across the country at conventions, company management teams, and non-profits. His presentations are characterized as combining humor and true stories to convey business education. Contact Roy at 843-597-4826 or email him at [rockwell@hargray.com](mailto:rockwell@hargray.com).

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Gator Bites e-News is dedicated to the DWITS of the world. What's a DWIT? See the February 2018 edition of Gator Bites [Click here](#)



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### **Book Review - Dan Suwyn**

“If you want to get through the swamp, you need an experienced guide. Not someone who tells you, ‘This is the way we used to do it,’ but rather someone who says, ‘This is what I learned and here’s how it applies.’

“Along comes Roy Austin, who has compiled the ultimate guide out of the ‘management swamp’ with an extremely practical, realistic and useful how-to book on starting and running your own business. Sure, the swamp/alligator analogy is a little kitschy, but Austin’s examples and no-nonsense advice make it easy to overlook the smilin’ gator that leads you through the book. And it fits his down-to-earth sense of humor and humility. If Austin doesn’t know something, he tells you who does and where to find it. That makes this an invaluable survival guide. Einstein said genius is the ability to explain the complex in the simplest terms possible—and no simpler. Austin may not be Einstein, but he would be my choice for swamp guide.”

~ **M. Dan. Suwyn**

Partner, Workplace Dynamics,



## **Promote your Business**

**Gator Bites is distributed to over 1,900 people**

Do you have an idea, best practice, or tip that could benefit others **and** promote your business? Email me at [rockwell@hargray.com](mailto:rockwell@hargray.com) and I'll publish it in a future edition of Gator Bites. For only \$25/issue, you can get your business in front of a large audience. Promoting your business can include links to your website, email, phone numbers, and one image.

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For more information, contact me at [rockwell@hargray.com](mailto:rockwell@hargray.com).

***Success, real success, is helping other***

*people be successful.*

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