



Hire the American Dream: How to Build Your Minimum Wage Workforce into a High-performance, Customer-focused Team (Hardback)

By Dave Melton, Tim McIntyre

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 229 x 157 mm. Language: English . Brand New Book. An inspiring story and valuable insight on building high-performing teams What kind of fast food operator is so inspiring that his employees name their children after him? Dave Melton is a Domino s Pizza franchise owner in New York City who has had zero turnover among his store managers in the past six years--in an industry where the average annual turnover is fifty percent. Most of Melton s managers were recent immigrants to America when he gave them jobs as pizza deliverymen making minimum wage; each of them now earns \$60,000-\$80,000 a year and four of Melton s employees have gone on to become multimillionaire Domino s franchise owners themselves. In Hire the American Dream, Melton and Domino s Vice President of Communication Tim McIntyre reveal the inspiring tactics Melton used to turn his minimum-wage workers into high-performing teams of customer-service specialists. By teaching the philosophy of opportunity for all, creating a common language of incentives and worker rewards, stressing customer service, and accommodating the special needs of employees, Melton has built successful franchises in the nation s...



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