



Hiring and Employee Retention



HIRING

Where Are You Looking?

GOING FISHING

- Websites
- In Store Advertising
- Guest Interaction
- Boots on the Ground
- Employee Referrals

Offer Bonuses





HIRING

The Interview Process

Finding the Right Candidate

THE RED FLAGS!





HIRING

The Interview Process

What are you looking for?

**HIRE
A
PERSONALITY!**



**HIRE
A
PERSONALITY!**



HIRING

The Interview Process

It All Starts with a Phone Call

The initial phone call is a preliminary interview. You want to make sure the candidate fits what you are looking for to determine whether an in person interview would be worth the time for both you and the applicant.



Topics to Discuss

- Position Requirements & Expectations
- Experience
- Employment History
- Availability
- Pay Rate



HIRING

The Interview Process

IN-PERSON INTERVIEW

The in-person interview is your time to get to know a potential new hire. This is your opportunity to dive deeper into their work history and truly get a feel for whether their values match yours and the business'. Being genuine with your candidate is the best way to get to know the *REAL* them.

1. Introduce Yourself – **tell them a little about you and the position**
2. Confirm the Information from the phone interview **such as Pay Rate, Availability, Start Date, Contact Info and Position Requirements**
3. Layout the Interview Process
4. Strike up a Conversation – **Ask them about themselves and their interests**
5. Have a List of Interview Questions **that focus more on their work history and experience for interview consistency**

**DON'T LET A STRONG CANDIDATE
GET AWAY!**



MAKE THE OFFER!!

DO NOT HIRE OUT OF DESPERATION!





EMPLOYEE RETENTION

It All Starts On Day 1

- Welcome your new team member with open arms
- Introduce them to their coworkers, management and any other departments working that day
- Make them comfortable with their new environment

Sales Floor, Stockroom, Cashwrap, Property

- Give Them Clear Expectations

Making Your New Hire Feel Comfortable and Supported
On Day 1 Is Key



EMPLOYEE RETENTION

Critical Link Between Effective Training and Employee Retention

An Employee that is properly trained, confident and knows they have support is more likely to stay.



Must Haves for Effective and Consistent Training

Trainers
Training Manual
Training Checklist
30, 60, 90 Day Checklists
On the Spot Coaching
Annual Reviews

IT TAKES A VILLAGE
TO RAISE AN ASSOCIATE



EMPLOYEE RETENTION

As the Leader of your business, it is important to build a relationship with your employees.

Open Communication



Be Flexible & Understanding



Get Your Hands Dirty



Lead A Team Manage a Business



EMPLOYEES ARE HUMAN!



EMPLOYEE RETENTION

UH



OH!



EMPLOYEE RETENTION

So...

You Hired the
Wrong Person...





EMPLOYEE RETENTION

A TEAM IS LIKE A CHAIN

Weak And Broken Links Will Affect The Whole Chain

Weak Links Can Become Stronger With Training

Sometimes There Is No Fixing A Weak Link

Weak Links Will Eventually Break Off

Give Inches, Not Miles



Don't Let Your Ego Get In The Way
Of Making The Right Decision For
Your Business

FIND YOUR DIAMONDS
IN THE ROUGH





FINAL TAKEAWAYS



PERSONALITY
EXPERIENCE

BE GENUINE, ACT WITH INTEGRITY

OPEN COMMUNICATION

HAPPY EMPLOYEES = HAPPY GUESTS

LEAD A TEAM, MANAGE A BUSINESS

COMPETATIVE PAY

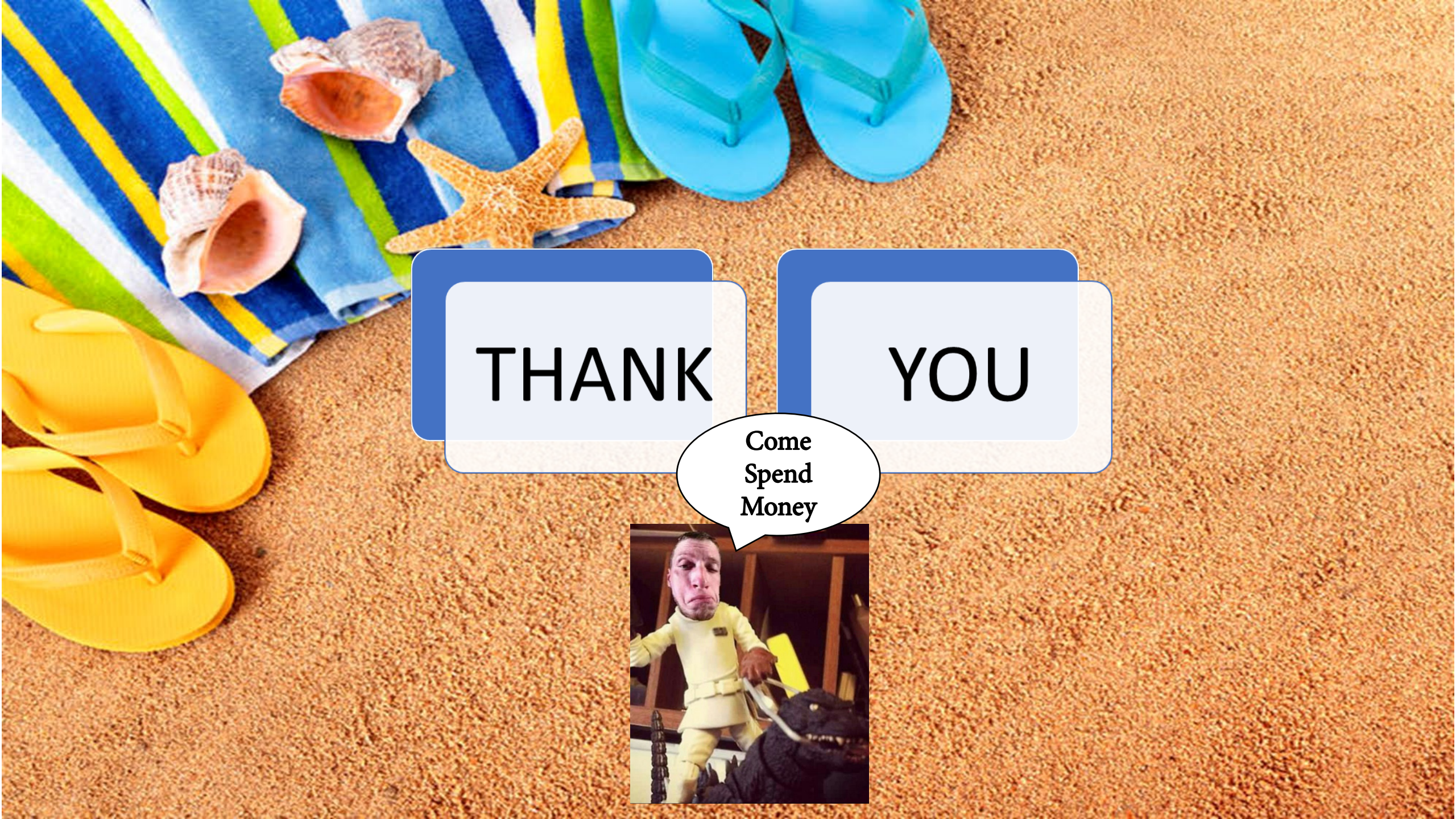
GROWTH OPPORTUNITIES

TRAIN AS THOUGH YOU
ARE TRAINING THE NEXT LEVEL



The MOST Important Thing

TRUST

A beach-themed background featuring a sandy surface. In the top left, there is a blue and yellow striped beach towel with two seashells and a starfish resting on it. A pair of blue flip-flops is in the top right, and a pair of yellow flip-flops is in the bottom left.

THANK

YOU

Come
Spend
Money

