

## 10.12: Introduction to Retaining Personnel

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### What you'll learn to do: Explain how retailers keep the best personnel

Once you hire great employees, it is important to keep them. Let's say we're living in a time of low unemployment and employees have their pick of jobs in the market. How do we make sure they stay with us? Will unhappy employees use this opportunity to seek employment elsewhere?

In this section, we'll examine how retailers keep their best personnel by providing feedback to their employees, offering compensation and rewards, and identifying employees who have strong leadership potential. By studying examples of other companies, we can learn from what their performance and adopt them for own purposes.

How do the best companies keep their employees?

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