

## 8.1: Introduction to Attracting the Best Employees

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What you'll learn to do: Explain how retailers can attract the best employees



In a good economy with low unemployment, the challenge of finding the best employees becomes even more important. Retail has been a historically low-paying industry, so attracting great talent may involve non-monetary incentives such as great work hours, an inviting company culture or other creative perks.

Defining clearly what is needed for a particular position, then recruiting, interviewing and hiring, is another task of the human resources department. HR will work with department managers to clearly outline the skill set required for each position.

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