

10.8: Introduction to Finding Personnel

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

Retail may experience a high staff turnover, so finding and keeping the best people means that retail owners and managers need a comprehensive strategy for identifying and hiring. If you have retail experience, then you may have worked for several different companies by the time you are taking this class. Why do people leave retail jobs? Harver, an online blog, lists [7 reasons for high retail turnover](#) which are wages, mismanaged expectation, insufficient onboarding, lack of professional development, management, or not being the right fit for a job.

One of the top issues in 2018 was highly competitive job market. While retail wages have remained stagnant since the 1970s, available work is arguably competitive. As of mid-2018, the US unemployment rate was at a low of 4.1%. This is down from close to 10% in 2010. Understanding the unemployment rate can help you navigate the hiring market. You can find more U.S. unemployment data on the [U.S. Bureau of Labor Statistics Website](#).

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