What types of Responsibilities do you have as a Store Manager?

- Managing Employees
  - Screening and hiring
  - Motivation (increase productivity)
  - Training
  - Supervising
- Managing Merchandise
- Providing Services
- Preventing Losses

Recruiting Personnel
- How do you find employees?
- How are applicants screened?
  - Applications
  - Reference checks
  - Personal interviews
  - Testing (psychological and achievement)
  - Physical exams

Why is it important to select the right people and train them well?

Training Store Personnel
- Orientation
- Functional Training – on and off the job
  - Individual – on your own
  - Sponsor
  - Group
  - Executive

Leadership
- Authoritarian vs Participative
- Task-oriented vs Relations-oriented
- What makes for a good leader?
Supervising (cont.)

- Rewards
  - Extrinsic
    - Money, promotion, recognition
  - Intrinsic
    - Pride in doing a good job
    - New enriching responsibilities

Compensation

- Straight salary
- Straight commission
- Salary and commission
- Salary and bonus plan
- Fringe benefits
- Group bonus

How are Store Managers Evaluated?

- Sales and Profits
- Personal Attributes
- Mystery Shoppers
- Level of Turnover

How do you Reduce Turnover?

- Training
- Positive Work Environment
- Effective Leadership Skills
- Compensation
- Fair Evaluations based on Performance

Retail Shrinkage

- Employee theft (42%)
- Shoplifting (31%)
- Paperwork errors (23%)
- Vendor theft (4%)

Location of Employee Theft

- Point of Sale (39%)
- Sales Floor (17%)
- Stock Area (16%)
- Receiving Areas (10%)
- Warehouse (10%)
- Trash (5%)