

# Identify which candidates have the ability to thrive in *a retail environment*

Your challenges are clear: improve sales, build brand loyalty, reduce turnover, find emerging managers and do it all while containing operational costs. Choice-conscious customers clearly consider engaged, knowledgeable and time sensitive front-line sales staff as critical decision points to their shopping experience and where they want to spend their money. Identifying the most profitable balance of these factors to reach your goals shouldn't have unknown variables. SHL's Retail Suite will not only help you identify which candidates have the ability to thrive in a retail environment, but will also help you pinpoint those who will stay longer on the job and drive sales and store success. SHL is dedicated to delivering assessment solutions that help increase revenue and profitability, deliver better customer service, improve retention, and boost operational efficiency.

You depend on your people. Now more than ever, you need to be able to depend on the process you use for selecting them, too.

## **Your Team is an Investment**

Your people represent you every day and they make the difference between winning a sale and winning a customer for life. Yet when it comes to assessing candidates, you are faced with the same challenges your customers have – so many assessment providers, so many assessments to choose from, and none of them cover all the roles you are hiring for. SHL's Retail Suite puts an end to the confusion and allows you to save time and money by investing in one provider to hire the best team.

With full access to the following nine (9) pre-packaged job solutions, SHL's Retail Suite is your one stop, full service offering. This suite is designed to help you hire the best employees at each level to meet your customers' needs and includes:

- Cashier
- Stock Clerk
- Retail Sales Associate
- Retail Sales and Service
- Technical Sales Associate
- Retail Consultant
- Store Manager
- Retail Manager with Sales
- District/Regional Manager

For more information  
on SHL's Retail Suite,  
please contact your  
account manager  
at 800-367-2509

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### Our Difference is Our Focus

The SHL difference is our focus in the retail industry. With nine of the top fifteen U.S. retailers as clients<sup>1</sup>, we know your success is dependent on producing satisfied and repeat customer interactions at every level. We target our talent measurement solutions for a variety of job roles from entry-level to management. Each solution is expertly designed by Industrial-Organizational Psychologists to predict and improve performance in retail organizations. SHL's Retail Suite offers solutions within the retail industry to:

- Increase productivity and sales
- Deliver better customer service
- Reduce shrinkage
- Reduce turnover & increase retention
- Boost operational efficiency

### We Prove that it Pays to Invest for Success

SHL's assessment content has repeatedly demonstrated its ability to predict performance. Our solutions scientifically measure the effect improved hiring has on key performance indicators such as productivity, attendance, turnover, customer satisfaction and sales. In fact, SHL has demonstrated direct ROI for our clients' talent initiatives, showing strong and compelling business results such as:

- High-scoring retail sales associates helped a telecom firm ring up an addition \$30 million in annual retail sales.
- Retail sales associates who score higher on conscientiousness assessments reduced shrinkage by \$78 million in annual inventory.
- District managers generate 8% higher sales and 8% higher profit from their annual plan.

### Whatever You Need, We Have the Solution

With a vast assessment catalog, decades of ongoing research, and the latest technology in testing, SHL's solutions accurately measure critical competencies at every level within an organization. To understand the landscape of your current workforce, the results from SHL's solutions can be used to promote talent into leadership roles within your store, identify future leaders for succession planning, and effectively reorganize current workforce into a new structure and new roles.



1. Schulz, David www.stores.org "Top 100 Retailers, The Nations Retail Power Players 2010"

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More than  
*30 years*  
leading the  
people  
assessment  
market

Organisations that understand and maximize their people's potential achieve outstanding results. SHL gives you the insights to make better decisions about your people.

**We call this People Intelligence,  
Business Results.**