

Employee Training

Training and Retaining Employees

What is the average longevity of employees in your store?

1-2 years	18.3%
3-5 years	35.2%
6-9 years	18.8%
10 or more years	27.6%

The average company in the United States has a 50 percent turnover in employees every four years according to Sage Learning Systems, a leader in the employee training industry. The above findings indicate that the equestrian retail industry is doing quite a bit better than the national average. That's good news, considering that losing employees costs time and money and can be a drain on the remaining staff.

What type of training have you implemented in your store for new employees?

At least ten hours of major, formal training.....	4.8%
All on-the-job training	53.1%
Some formal training, but mostly on-the-job	36.8%
We don't train our employees	5.3%

Less than 5 percent of retailers surveyed indicated they had a major, formal training program, and only 5.3 percent honestly said they do no training at all. According to the Small Business Administration (SBA), employee training is a crucial component in molding a productive work force. Training creates competence, which results in confidence and increased productivity. Employees who have the skills and knowledge needed to perform their duties—and whose accomplishments are recognized—will out-produce, both in quality and quantity, employees who are uncertain or struggling with their assigned job tasks. Without employee training, says the SBA, your business could easily slip behind the competition, because no amount of savvy merchandising can compensate for employees who miss sales opportunities, bungle orders or alienate customers.

Taking Action

We're often asked by companies that manufacture the products sold in our reader's stores if advertising in Tack 'n Togs really works. So, we asked readers if they were inspired to take any of the following actions in the last 12 months as a result of reading Tack 'n Togs, and the answer was a resounding "Yes!" 424 respondents out of the total 491 surveys returned, equalling 86%, indicated that they contacted companies after seeing their advertisement in Tack 'n Togs. Here is a breakdown of what specific actions were taken. (Respondents could choose more than one answer.)

Requested information about an advertised product	65.6%
Purchased an advertised product.....	56.6%
Visited an advertiser's Web site.....	54.3%
Recommended an advertised product to a customer/colleague.....	35.1%

What is the reason most often given for employees leaving your store?

No room for advancement	20.0%
Pay is too low	19.2%
Hours they are expected to work.....	12.6%
Don't like manager/co-workers.....	3.0%
Work is unchallenging	1.9%

Many other answers were given to this question. Most indicated that employees left after graduating high school or college, or because of life changes such as marriage or pregnancy. Here are some of the other comments we received:

"We have not lost one employee since we opened nine years ago."

"One employee said they were going away to college to pursue a 'real' career."

"No one ever wants to leave our store."

"We hire seasonal help, so they leave when the rush is over"