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# VIDEO TRANSCRIPT

**How can retailers cut through the clutter of qualified applicants vs. applicants looking for a temporary job until the economy improves?**

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I think that a lot of retailers are struggling with that today. Many companies, even outside of retail, are struggling with that very issue because the labor pool is so much larger than it was just a few years ago. I think that the main thing that retailers really have to do is be able to pinpoint exactly what it takes to be successful in their business. Understanding that buying more does not necessarily get them more value when it comes to selecting the right person. Sometimes too much skill, too much ambition, too much drive, motivation, even certain levels of skills and abilities may not be a good fit for the front lines of retail. They have to recognize what they need and what they don't need and just select for exactly what they need to find the folks that are going to be the right fit, and who are going to perform well, stay longer and also be reliable employees that operate with a great deal of integrity and honesty.