

FINDING AND KEEPING GREAT MARKET STAFF

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AGREEMENTS

- Respect the Speaker
- All Ideas Welcome
- Freedom to Disagree
- Start/End on Time
- Electronics Off
- Jump In
- Other?



LET'S JUMP IN!

What pain points are you currently experiencing with attracting and retaining market staff?

SECRET TO FINDING & KEEPING GREAT MARKET STAFF

There's no secret. It's an ongoing effort; there's no quick and easy solution.



AGENDA

What we can do as an organization

What we can do as leaders

What our employees need

ORGANIZATIONAL IMPACT



WHAT WE CAN DO AS AN ORGANIZATION

- Establish company values, vision, goals
- Share them
- Live and breathe them
- Reinforce them
- Make them non-negotiable

LEADERSHIP IMPACT



WHAT WE CAN DO AS LEADERS

- Empower your team to act as owners
- Be a trusted thought partner
- Feedback is love
- Recognition matters
- Keep an eye on the long term

EMPLOYEE NEEDS



WHAT OUR EMPLOYEES NEED

- Feel pride in the organization
- Feel appreciated
- Experience a sense of fairness and respect
- Experience a sense of accomplishment
- Do interesting and meaningful work
- Have positive workplace relationships

**WHAT QUESTIONS DO
YOU HAVE?**