

Fiche 3. How to retain good employees, video (1.39) :

<http://www.youtube.com/watch?v=xOjstxxLSHM>

0.00< Any **successful** and profitable business know how to retain good employees.

My name is Gloria Campbell, I am with Advantage **Training** Systems, and I want to tell **you** how to retain good employees.

0.15< One of the first things that I want to **let** you know, it's not all about the money. **Research** continually shows that employees do not stay with companies because **of** money.

0.23< What they do is they stay with companies that **value** what they do, and value them **as** a person.

0.30< The things that you can do to retain **those** employees are very, very **unexpensive**.

0.35< Develop a certificate or **reward** program. It could be that they get time **off**, if they do a great job, it could be that they get a certificate once a **quarter**.

0.45< It could be that they get a **gift** card to a particular company for dinner, or to buy something special for their family.

0.55< That's why motivation companies and marketing companies are really, really big. Because it's the little things that will motivate an employee to stay there.

1.03< Value that employee, have a **suggestion** box, listen to their suggestions and **implement** them.

1.11< Remember that employees are not **there** for strictly the money. They are, they stay with companies that value their opinion, that will **absolutely** reward them in small intangible ways and they will leave, if they are not getting that from your company.

1.26< My name is Gloria Campbell, and I am with Advantage Training Systems in St Petersburg, Florida.

1.32< The best way to add to your **bottom** line is to retain those great employees.