

EBOOK

Top 5 Reference Profiles for retail roles



Make your next hire the right hire.

When hiring retail workers, you can't afford to get it wrong. Especially if your business has a storefront, these personnel are the face of your brand. A positive interaction can generate repeat customers and referrals—and a negative interaction can turn them away.

Hiring for these roles can be challenging. Retail employees often work outside normal business hours. As a result, it's easy to accept any viable candidate who applies.

But interest alone isn't enough. You need the right person in the role. Since 2010, [voluntary turnover costs](#) have nearly doubled in the U.S. Don't throw your money away—instead, use science to improve your hiring process.

Research shows that when you combine behavioral data, cognitive data, and structured interviews as part of the hiring process, you have the strongest likelihood of making a great hire.

In this e-book, you'll learn more about using behavioral data to identify ideal candidates.

(To learn more about cognitive benchmarks, [click here](#).)

(To learn more about structured interviews, [click here](#).)

What's a Reference Profile?

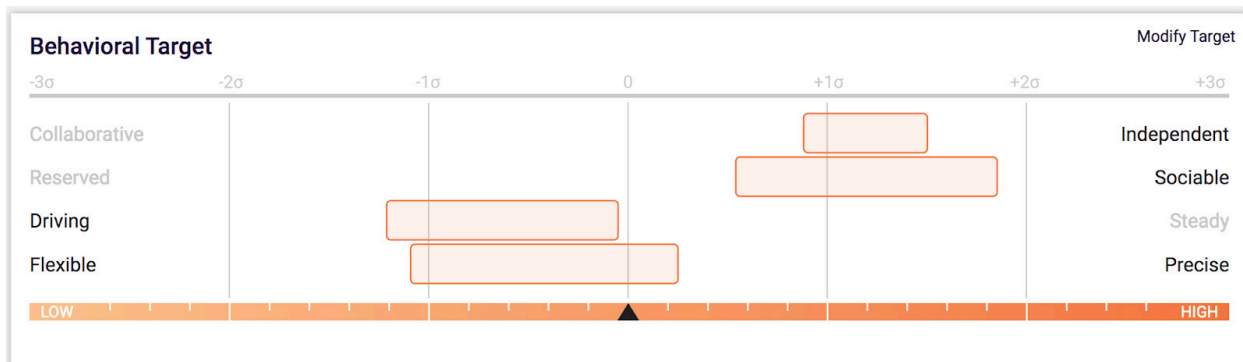
PI analyzed millions of behavioral assessments to create its 17 Reference Profiles. You can think of these as easy-to-reference groupings of the characteristics of people with similar behavioral drives.

It's important to keep in mind that Reference Profiles describe someone at a high level. Imagine you ask someone in New York City where they live. They'll likely name a neighborhood—not their address. A Reference Profile is like a neighborhood. Someone's behavioral pattern is their unique address.

How do you use Reference Profiles for hiring?

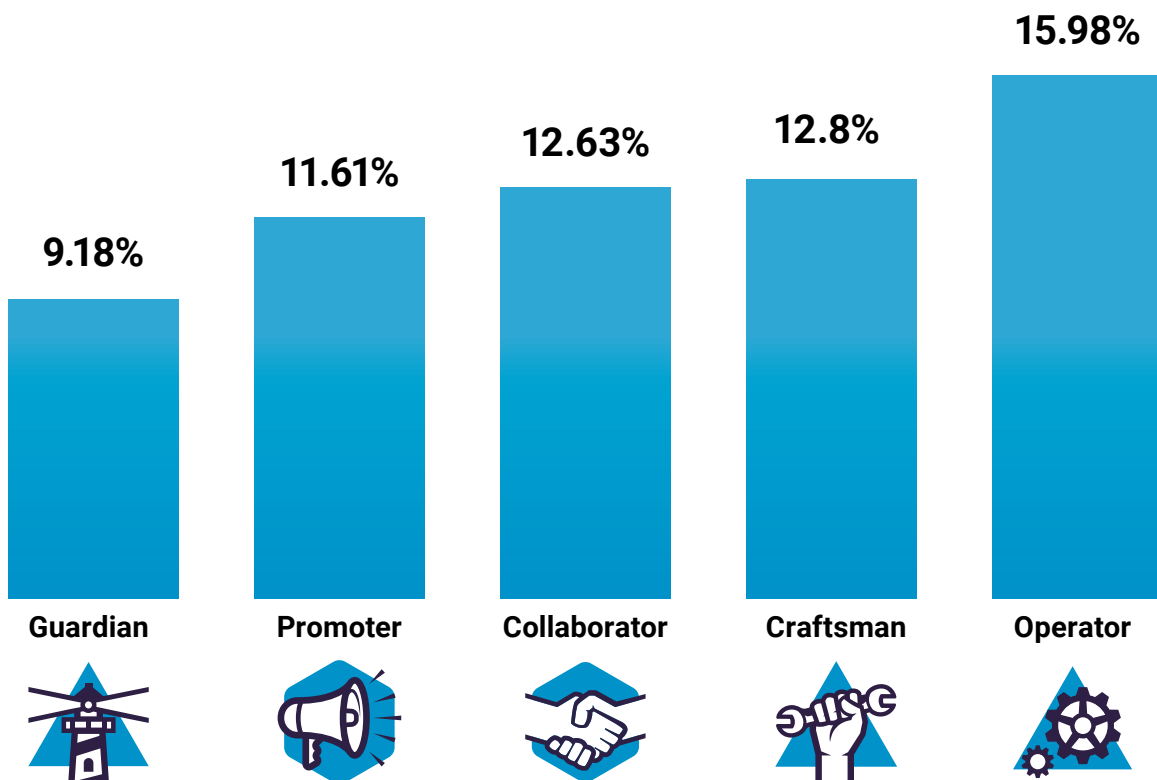
While we wouldn't advise using a Reference Profile alone for hiring, knowing what Reference Profiles others have looked for in similar roles can help you define the behavioral traits and characteristics you're looking for in an ideal candidate. This can help you set the right benchmark for the job.

If you're a user of the PI software, you can create a Job Target™, specifying an acceptable range of behavioral tendencies.



Top 5 Reference Profiles for retail roles

There's wisdom in the crowd. More than 300 different companies have created 1,765 unique [Job Targets](#) in our software for retail roles. Here are the top five Reference Profiles that came up time and again:



An explanation of the Reference Profiles



Operator

An [Operator](#) is a patient, conscientious, and cooperative team member. Their communication is more informal and relaxed, and they're more comfortable with the familiar. Operators are great delegators of authority and pay strong attention to details. As a result, they make excellent cashiers and retail workers.



Craftsman

[Craftsmen](#) are known to be accommodating and analytical, while producing highly precise and accurate work. They're collaborative, but they'll also work quietly and diligently on their own. If you've got inventory that needs to be sorted or set out, Craftsmen will be up for the task.



Collaborator

A [Collaborator](#) is a friendly, understanding, willing, and patient team player who values input from others in the decision-making process. Collaborators are open and approachable in the workplace. Collaborators are also understanding, which allows them to swallow pride more easily than others in order to provide support and find solutions that work for everyone. This makes them great at navigating difficult customer interactions.



Promoter

The [Promoter](#) is hard not to like. Extraverted, supportive, and encouraging—they're a valued member of any team. Promoters are charismatic, flexible, persuasive, and highly diplomatic. They love being with, talking to, and getting to know others—perfect for someone working the floor of your retail operation.



Guardian

[Guardians](#) are unselfish and approachable, with a focus on work that requires skill and great attention to detail. They're thoughtful, steady, and reliable—making them great candidates for retail work.

Want to set your own Job Target?

Discover your ideal candidate with the PI Job Assessment™.

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