

RETAILING | Those who fit in will learn quickly

Sold on the right staff

ALEXANDRA TREDREA

TWO years after selling fashion chain Youthworks, Adelaide entrepreneur Martin Haese is back in the industry with his new recruitment company.

He describes Retail IQ Recruitment as a company that offers advice, education, seminars and recruitment and says the development of the business came quite naturally.

"The phone started ringing and people were asking me to do specific retail projects, such as negotiating a lease," he said.

"I started getting requests about recruitment.

"You can have the best product in the world on your shelves but if you don't have the right team behind you your retail business will quickly fall out of favour."

Mr Haese said service in the retail sector had improved a lot over the past few years. "In my Youthworks experience, we were incredibly focused in terms of finding people who were the right match," he said.

"They didn't necessarily need to bring a certain level of experience and skills to the company but they needed to be a good cultural fit for the company.

"If you have got someone who fits into the team... the training will come quickly, the knowledge will come quickly."

Mr Haese began street-fashion retailer Youthworks in 1993 and by 2003 the chain had achieved sales turnover of \$20 million.

He sold it to national re-



RETAIL MATCHING: Claudette Bersagliere and Martin Haese... "a good cultural fit".

Picture: CHRIS MANGAN

tailer Brazin in early 2005.

"I think retail has always been changing," Mr Haese said. "There is certainly a lot of opportunity if you do it well and the changes, I think, are the changing market needs.

"It is just a fact of life in retailing that you have to be

very adept to change." He has brought in as a senior consultant at Retail IQ Claudette Bersagliere who spent many years working her way up from the shop floor to senior management in the Sportsgirl fashion chain.

Ms Bersagliere said her

experience was extremely helpful in finding the right people for jobs in retail.

"It is about building a client relationship and having them trust you," she said. "The other day I rang an employer and said 'I have just met the most fantastic manager for you'.

"They were employed within two hours of me getting their resume."

She said retail experience was a non-negotiable prerequisite for anyone working in retail recruitment.

"I am looking forward to help retailers build winning teams," she said.