## **Making Recruiting a Priority**

## Thoughts from Expo 2022

by Dan Apple



I attended a seminar at IDA's Expo 2022 in Las Vegas that focused on employee recruitment. The speaker asked the audience, "how many of you could double your business (sales) if you had enough qualified employees?" At least half of the hands went up. Then he asked how many attending could "if not double your business, substantially increase it?". Every hand went up. His next question was, "what are you doing about it?".





The speaker, Brandon Vaughn — CEO of Automate-Grow-Sell LLC, then asked how many in the room had a **marketing budget specifically for employee recruitment**. Maybe one or two hands out of the hundred or so attending went up. Brandon pointed out that we allocate funds for marketing our products and services, we allocate funds for capital purchases (like trucks) with ease but when it comes to maintaining a budget for recruiting talent, most service business just don't do it. He then asked, "if doubling your sales could be achieved by adding sufficient staff, why not spend the money?"

As we've advised our clients for years, door dealers should take a position of "always hiring". Even if you do not have an opening, you should always be looking for talent. Especially since turnover is so prevalent in our industry. For years we followed the pattern that so many dealers in our industry use... hiring out of desperation. What happens? We end up with the short term solution of filling a hole rather than finding

the right talent to fill the position for the long term. In the early 2000's, we knew this old method wasn't working. So I started **guerilla marketing** for talent. Basically, I took an offensive position by always being on the lookout for potential new employees as I interacted with service oriented people working for other businesses where I was the customer. HVAC techs working on my furnace, auto mechanics servicing my car, bank tellers, servers in restaurants, yard maintenance, retail sales clerks.....any place I was buying goods and services. I was on the lookout for people with good service skills. The interaction was simple. I just handed them my business card and said if they ever were looking for another career, my door business was a great place to work. And it worked! Some of the



brightest and best in our company were recruited rather than answering a want ad in the newspaper.



In addition to guerilla marketing, we also reallocated our advertising budget to include advertising for people as well as our products and services. We devoted about 1/3 of our overall advertising budget to attracting new talent. In those days we still did newspaper, but we also used billboards, TV, radio, yard signs, magnetic truck signs and other "in your face" forms of getting the word out. Once websites

came on the scene, we devoted a prominent page to "selling jobs" as well as products.

Of course, I knew that not every new hire was going to stick. However, we also boosted our vetting process with better background checks, personality profiles and in some cases mechanical aptitude tests. While this did increase our recruiting costs, it often kept us from hiring the wrong person. No system is perfect but at least we were putting a better, educated emphasis on attracting talent.

Once hired, we knew that to keep them it was imperative to show the employee a favorable future with our company. To do this, we needed to have a top notch **training program**. This allowed us to fold their talents into the position and teach them how we wanted things done. Our goal was for each person to see a clear path to advancement. We wanted to recruit people who were interested in a career with our company, not just a job.



Mr. Vaughn spoke about the system he uses called "The Hiring Flywheel". Basically, once you get the recruiting wheel (process) started it tends to gain and maintain momentum on its own with minimal additional effort. Getting organized

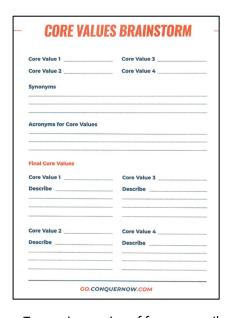
maintain momentum on its own with minimal additional effort. Getting organized is the key to getting your recruitment program started and running like other processes in your business (sales, billing, dispatch etc). He suggested the following.

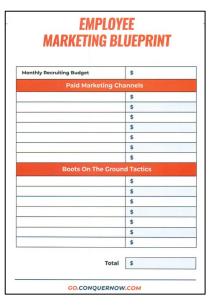
- Create a budget that spans the entire year, document how much will be spent, when and where
- Document your core values you are looking for in talent you want to attract
- Create a "killer" job ad that can be used in any medium to target the right candidates

I have attached a worksheet for each of these that Brandon distributed during the seminar at the end of this article.



Of course, all of what I have mentioned above requires a time and monetary commitment by the owner. You also have to be better organized and have a recruiting plan. The Apple Group can help you to go from hiring out of desperation and dire need to keeping your employment pipeline full when it comes to recruiting talent. If **making recruiting a priority** will help get the people you need for the long term and help boost your sales and profits, why not make the investment? Click here if you'd like to discuss it with us.





Hea	dline: Professional Gas Powered Squirt Gun Operator
How	swesome would it be to work alongside a team made up exclusively of top performers?
And v	what if that job gave you the freedom and opportunity to reach out for your personal dreams too?
	a Cleaning Company is scheduling interviews now for Cleaning Technicians in Anytown, USA, s a full time Mon-Fri position.
	will be many applicants, but only a select few will receive an interview request. To find out how in this small group of finalists, read the below, in its entirety.
Why	will you love being a part of our team? Here are a few reasons:
Here	We we growing rapidly and then is julency of apportunity for rapid advancement. We only hire great must healings, so you with have to work in lyberia, burns or lazy people. You will be truly appreciated for your efforts, taken and attitude.  You will not the opportunity great the standard from eith in the winder to pursue your own You will great the opportunity great memory a wholey wen't worth of income).  Is what we have to offer you:  You will go the trained to chan windows, gutters, siding, mod, decks and patios.  You will be trained to chan windows, gutters, siding, mod, decks and patios.
	speed quickly. It's up to you how fast you advance in our company.  You will start as a jurinor field technician and will be paid an hourly rate ranging from  SXX-SXX/how based on work experience. Your goal will be to quickly become a Crew Leader, where you can earn \$XX-SXX/hour consistently. At this stage, other benefits will kick in.
The	pasic requirements for this job are as follows:
	Must be able to lift over 90 liss, easily and he able to carry ladders garley, Must not be affected of heights and should be comfortable on rorofs. Must have a valid Driver's License and reliable transportation to and from work. Must be 10 or older. Must not be a pins.
If an	y of this sounds like a good fit for you then please listen very carefully. DO NOT reply to this ad. this link to apply: Insertlink.com

To receive copies of forms, email me at <a href="mailto:Dan@AppleLLC.net">Dan@AppleLLC.net</a> and list "Recruiting Forms" in the subject.