



Hiring & Keeping Your Best Team!

*Presented By:
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Coastal Connections Conference 2023*

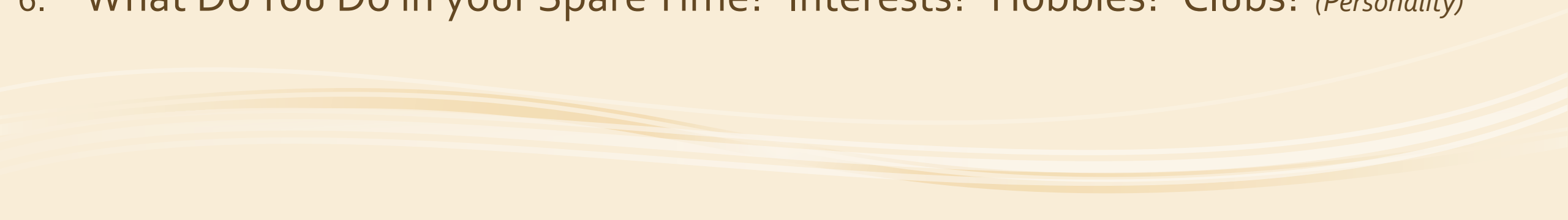
Interviewing

- Ask the Best Core Questions.
- 2 Ears; 1 Mouth = Let them do the talking.
- Be Clear with Expectations of the Job.

(Don't wing it + being prepared with thoughts and questions = a good hire)

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Core Questions

1. How would you first approach a customer? What would you say? *(Sales Ability)*
 2. How Do You Handle a Customer Conflict? Give Example. *(Conflict Resolution Skills)*
 3. What Are Qualities in this Job That You Bring? Name 3. *(Character)*
 4. If you made a personal mistake, how would you handle it? *(Honesty, Smarts & Efficiency)*
 5. What is your Best Working Environment for success? *(Past Performance & Sharing)*
 6. What Do You Do in your Spare Time? Interests? Hobbies? Clubs? *(Personality)*
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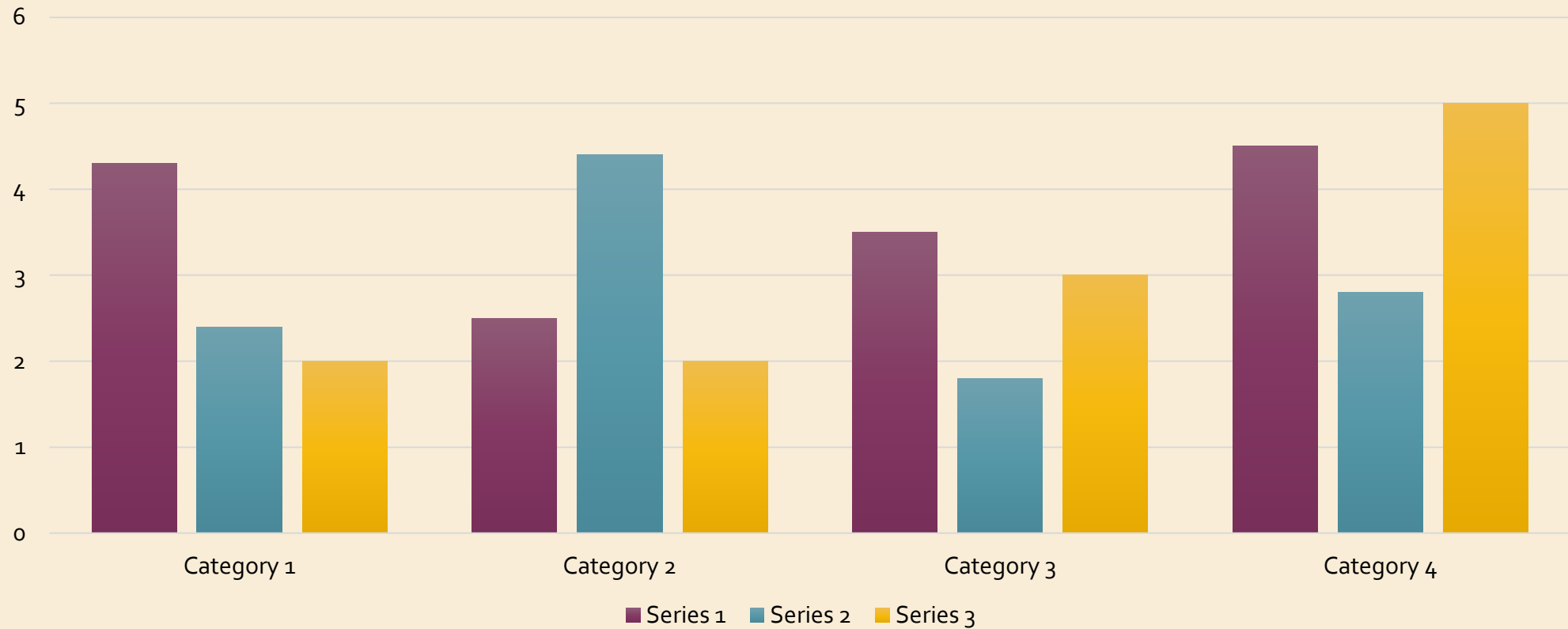
Orientation & Ongoing Training is the Key – first, Baby Steps

- Clearly review all visions and core values you want to instill in your team.
- Make sure job description is thorough and simple to understand. Document it.
- Set Measurable Goals .
(Annual, Quarterly, Monthly).

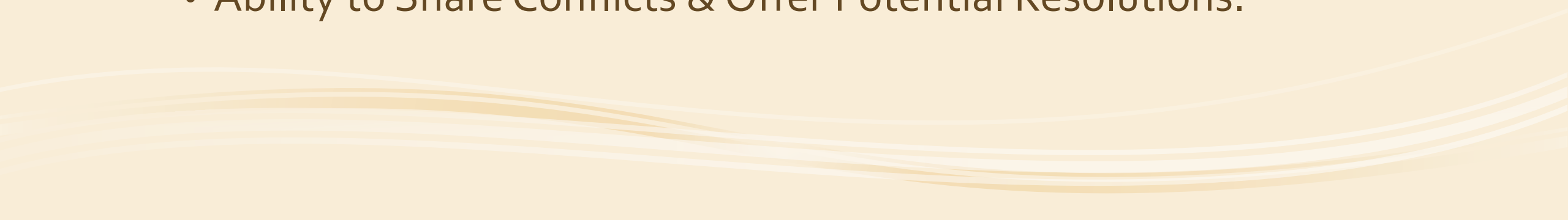
ABCs of Onboarding

- If you don't have a story, write one. *(why you do what you do)*
- If you don't have a vision, think about it and make one.
- What is important to you about your team. *(Core Values)*
- Create a Job Description for each Position. *(Sales Person; Fulfillment; Buyer; Warehouse; Vendor Manager, Photographer, Marketing, Operations & Social Media)*
- Review initial Goals for the Team & Individual.

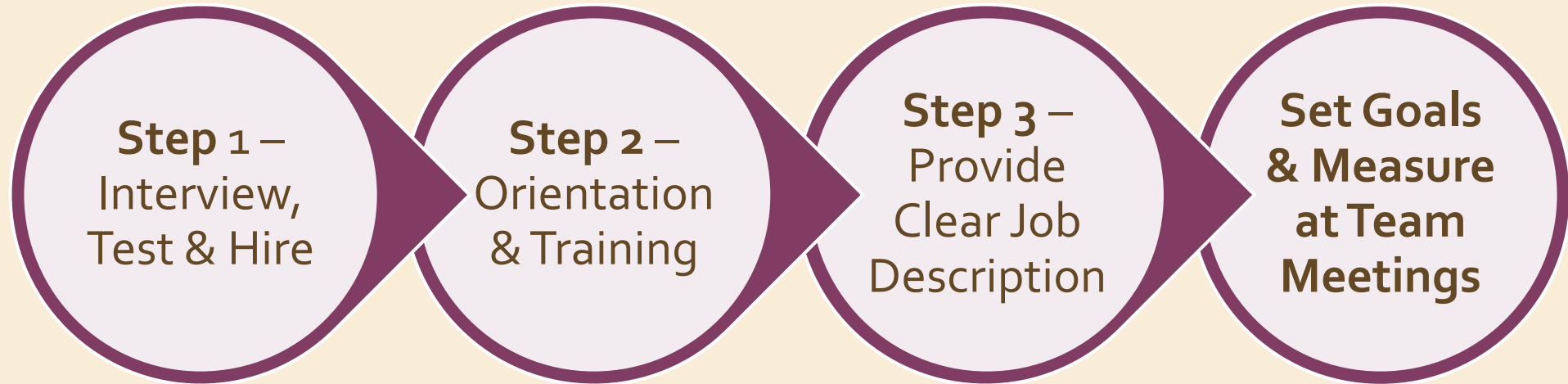
Measure Your Team Accomplishments & Shortfalls



Define What Success Is To You & Review

- Dependability & Punctuality.
 - Ability to follow procedures & direction.
 - Creative Contribution at Team Meetings.
 - Achievement of Sales Goals. *(identify improvements)*
 - Knowledge & Practice of Safety Protocols.
 - Ability to Share Conflicts & Offer Potential Resolutions.
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Easy as 1-2-3 (but don't miss these steps)



Make Sure They Understand Risks to You (as Employer & Owner)

- Product Dependability. *(Importance of Vendor Relationships)*
 - Safety Protocols. *(potential litigation for accidents)*
 - Store Cleanliness Protocols. *(Expectation of Presentation – filling shelves, cleaning surfaces, straightening before they leave – prepare for next day)*
 - Disgruntled Customers. *(Customer Loss, Sales Loss & Potential Negative Press)*
 - Financial. *(takes money to run business, meet payroll, reinvest into inventory, make profit)*
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Work on Your Business, not in Your Business!

and

Don't Forget to Have Fun!

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