

NEW HIRE PROCESS IN THE 21ST CENTURY

Phase 1

Create a well-written ad to include a concise overview of your needs, special job needs and about the company's ideology, goals, service and product. Spend some time here! (Refer to my attached video.) It is a critical element to getting what you want.

EX: Fast paced, service driven pharmacy seeking a Customer Service Technician. Will fully train the right person. A great attitude and interest in growth a must.

EX: High volume, fun environment pharmacy seeking a better than average certified technician. We focus on fun and service. Be prepared to grow in your position and do more than just dispense bottles.

- List some "must haves" or tasks
- Share 1 or 2 things that you don't or are not acceptable
- As the video offers, share at least one highly embellished statement about your company so the potential candidate may begin to get an emotional interest in speaking further, or not.

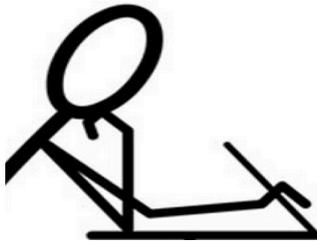
Suggestions & Worth Mentioning:

- Do not require a level of education unless you plan to confirm it, if you do (require) and don't (confirm,) you've just lied to them and you haven't even met them.
- You're asking to see them more than once because some more confident people get too relaxed too fast, don't be too casual, you send mixed signals.
- Friendly is not casual.
- Recognize that you are selling a position in your store. Treat this exercise as though it were a marketing event. It is.
- Automate and delegate every step that you can. Otherwise, this can become a very time consuming project. I'm sure you have other things to do.

It is also quite valuable to have a closing statement (that could include an actual date) in regards to how long you will be searching for this candidate. This creates a sense of urgency and also allows the potential candidate to get more familiar with your style and pace.

Phase 2

Place add in craigslist.com, any local rags that your preferred candidate might read, trade mags (online &/or print) relative to your industry and your highest profile online local job resources. Discover your best choices by searching (potential delegation) for the available position (as though you were the potential hire) online. The first not paid for listing to pop up, will have the biggest audience that offers free service to potential hires. The first paid



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advertiser to pop up will have the biggest premium service audience. Depending on the position you're seeking, choose the best fit – **could be both**.

Phase 3

The simplest way to accomplish a lot of what I'm about to talk about is to create a hiring Gmail account. You could also do it with a solid IT department or person to set it up for you.

Allow 2-3 weeks to gather responses. Set up thank you auto-responder. Do not look at a single email until the date you decide to close the door on hiring.

Send brief thank you email to all candidates with clear instructions for joining a 15-minute conference call. (potential automation) State clearly that non-attendance equals non-consideration and that if they flatly can't make it, that they need to email you in advance why they can't and you will consider another conference call at a different time slot in addition to the one you're having.

Phase 4

On conference call, thank them for coming, share anything you'd like including general overview of position, company, vision, etc. (potential delegation) The purpose of this call is to thin your list of prospects by asking the group to follow directions and to show committed interest. Make it brief, fifteen minutes at most but no less than 10 and "sell" the job.

Inform candidates that anyone still interest should email you, with their resume attached, within the hour to be considered for the position. Reiterate, you want the resume sent even if they've already sent it. A) This saves you much time. B) Can they follow directions?

Phase 5

Review resumes and make appointments for phone interviews. (potential delegation) Refer to *Phone Interview* form for a potential list of questions. Interview (potential delegation,) LISTEN.

Phase 6

For candidates still in the running, have an in person interview. (potential delegation) Refer to *Phone Interview* form for a potential list of questions. LISTEN.

If that goes well design a working interview with an hour or three on-premise. When the candidate has left, ask your staff what they thought of him or her. Consider their input.

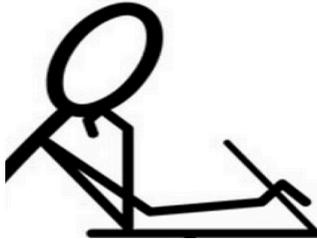
Phase 7

Consider calling their references. If you do, feel free to use the attached *Interview Questions-Reference* document. I strongly advocate you do.

Phase 8

Ask them in for just one last visit. Make it short and choose or don't. Include any and all people capable of and relevant to making the hiring decision.

You can ask them all to come at once. This can be advantageous for both parties for various reasons. And you can even speak to them as a group about who you've chosen, why and that you'd appreciate it if any of the others wanted be kept relevant for the future. Have them



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let you know right there. You're creating relationships and helping them do the same. Your company will be remembered.

Make your decision then and there. If, for some reason, you choose not to share your decision then and there, call them before the end of the day. They're getting tired of this and have a right to know after having been put through the paces.

If you did not choose them, give them a complete reason. Again, they deserve that.

Note the adage: Hire slow, fire fast. Heed it.

Recognize that though the first phase of this process took 2 to 3 weeks (sometimes months – especially if your copy warranted poor response rates) of waiting, the next seven phases should take one. You and your candidates have many better things to do. Be aware that a great deal of this may be delegated including the telephone interview and or the first in person interview. In fact it can be highly valuable to gain the opinions of others in your organization.

Know that if you are not getting the kind of candidates you are looking for and have given the process ample time then it is your ad that is falling short. Because I am not A professional ad or copy writer I usually write two or three ads and place them simultaneously aiming to get my best pool of candidates.

If you're not sure where you start with your marketing plan or how to reach out to your local community, competitors, customers/clients and others who could influence your business in a highly positive way, try our [FREE test drive](#) to experience the tools and resources we have to boost your business to the next level and beyond.