

Don't let your shop staff control your destiny

An employee leaving should not affect your life or business

It never fails. You finally start making money and then one of your key performers tells you they're leaving. If you think you are ready to hire, download our "Am I Ready to Hire Checklist" at www.ationlinetraining.com/2017-11 for a limited time.

You must start the interviewing process all over again! Meanwhile, the business starts to slip, and you stop making money, which affects your business and personal life. There must be a way to keep this from happening again and again. Let's listen to Coach Bobby Poist explain the mistakes shop owners are making.

One of the biggest mistakes you can make is to interview when someone is leaving. Statistics show that most employers are reactive when it comes to hiring. This leaves no room for growth in the company and usually happens at the most inopportune times. Most successful business owners follow the "always be hiring" mantra. This approach will help you cut the B and C players that take the space A players should have.

Build a stable of potential

Offer a referral bonus, and ask everyone who they know with talent. This will help you build a strong stable of potential employees. Signing bonuses are huge in big business and sports. Yet I hear nothing about referral bonuses from my members. The best approach is to offer a dollar amount to everyone. Put stipulations on the bonus so you can track it when people come to you for an interview. You never know where you'll find the next superstar for your business.

RECOGNIZE IF SOMEONE WILL BE A GOOD FIT FOR YOUR TEAM. PEOPLE CAN BE GREAT AT WHAT THEY DO, BUT THAT DOESN'T MEAN THEY'LL BE GREAT FOR YOU.

Do yourself a favor and interview everyone. The practice will help you master your process. Discovering the difference between a great interview

and a bad interview is important. I often hear how people aren't qualified for the job before the owner meets them. It's better to form an opinion after you meet someone as opposed to before. The candidate could fit your needs in the future.

The automotive industry has a shortage of technicians. Don't wait to respond to resumes or potential contacts. These applicants are in high demand. A-players are in higher demand than ever. Each day decreases your chances of getting a response. Being proactive will increase your chances of success.

Do your homework and create an outline of the role for each position in your company. Job descriptions and checklists will help to categorize each role. You must recognize if someone will be a good fit for your team. People can be great at what they do, but that doesn't mean they'll be great for you. Having a clear vision and metrics will make a difference!

Create an interview process that works, so you have consistency. This will help you to measure your candidates. Do at least three interviews. Doing so gives you plenty of ammunition to judge your potential hires.

Do a phone interview first. Ask qualifying questions about their eligibility within your company to ensure the interview won't be a waste of time. A valid driver's license, moving violations, years of experience and tools will be indicators as to whether you can move forward. Grading them based on qualifiers will help you make an educated decision.

The first interview should be informal, yet you must own it. Don't try to sell

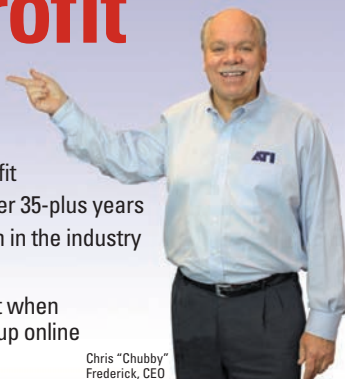
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Chris "Chubby" Frederick, CEO

your company to them. You should be gathering information, not giving it. Explain to the candidate how their interview will go. Give them specific guidelines so they know what to expect. Once the interview is over they will have time to ask questions. Keep the interview on task and you'll be successful.

Find out about your candidate. What are their goals, hobbies and aspirations? What are their strengths and weaknesses? How do they work with their peers? Ask probing questions about their past jobs. Use specific questions such as "What will this employer say about you when I call?" and "Tell me more." Being curious, talking less, and listening more are paramount to a successful interview.

Pay attention to their posture and eye contact. Look for enthusiasm and interest. An interested candidate will square up with you and look you in the eye. What they do with their hands is important and can be a telling sign of the candidate's interest. Pay attention to these cues during the interview to avoid issues in the future.

Introduce them to your team after the first interview. Most employees surveyed admit they weren't aware of a new employee until the day they started. Introductions to the team will help determine if the person will be a good fit. Take the proper steps to ensure your team is aware of how important it is for you to get their input. Try introducing them and then get away for a few minutes. This will open the door for them to chat a bit.

Don't hire on the first interview. You will need to process the information and talk with your team. Once you have graded the individual and measured the feedback you can set up a second interview.

The second interview is as important as the first interview

The candidate will have met you and your team. Getting them in for a second interview verifies their interest. The candidate will be comfortable. They will most likely show you their true self during this meeting.

Create a list of questions from the first interview and from team discussions. You want to know why the interviewee will be a good fit for your company, so probe and ask! Involve a third party such as your manager or your spouse. My wife is an excellent judge of character. She saved me from myself a few times in this arena. Keep that in mind, because outside input can be a much-needed resource.

Once you've completed the interview process, have them perform some type of personality profile. These tests are not a prerequisite for the job, yet they will help you from a leadership perspective. Let's face it — some people can tell you they're great at everything. The key is knowing if they just told you what you want to hear. Your success counts on it!

At this point you should have plenty of data. If you have many candidates, the data will help you to determine who is the best fit. Now you can offer the job and feel more secure that you're making the best decision. Send "thank you" responses to those who didn't qualify. Keep their resumes on file and keep the door open for future possibilities. You may have a spot for them in the future.

An employee leaving should not affect your life and business. The "always be hiring" approach will allow you to be much more successful — you'll be surrounded by A players!

Most shop owners admit they hate interviewing and state that it is one of their biggest weaknesses. Learn how to create a stable of A-player resumes and a great interview process. Always have the best on your team by downloading our "Am I Ready to Hire Checklist" by going to www.ationlinetraining.com/2017-11 for a limited time. *TM*



CHRIS "CHUBBY" FREDERICK is the CEO and founder of the Automotive Training Institute. ATI's 115 associates train and coach more than 1,400 shop owners every week across North America to drive profits and dreams home to their families. This month's article was written with the help of Coach Bobby Poist. chubby@autotraining.net

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