



Employee Prospecting Checklist: HIRING THE RIGHT PEOPLE

3 RULES OF THUMB:

1. Hire motivated people.
2. Train them.
3. Provide a good working environment.

We ask managers all the time, "What's your biggest responsibility?"
Their Answer: Motivating Staff.

**WHY ARE YOU HIRING UNMOTIVATED PEOPLE?
YOU NEED TO HIRE PEOPLE THAT ARE ALREADY MOTIVATED.**

YOUR MISSION: HIRE MOTIVATED, HARD-WORKING SALESPEOPLE WHO ARE WILLING TO LEARN.

DEFINE THE TARGET

If you don't identify who you want on your sales team, then you'll never see success. You need to profile your ideal salesperson which includes their personality, skill level and values. This should be quite detailed to ensure you find the person who aligns well with your culture and who will meet your expectations. Does this person have the persistence to follow up with your unsold customers, do they have the drive to leverage your database for leads and are they likable Write down the exact qualities that you're looking for in a candidate, which can include:

Level of motivation - Giving candidates a task and seeing if they follow through is a great way to see if they're motivated. An example of this is having them memorize one of your scripts and processes and having them come back and role play with you. You'll be surprised at how many people won't come back.

Experience level - you may be looking for experienced sales people or green peas who you can train yourself.

Positive attitude and people skills - The first impression that a person makes with your dealership is important as well as how they interact with the first people that they encounter when coming in for an interview. Talk to the receptionist to take note of how the person is carrying themselves up until the time they're sitting across from you.

Persistence - One good way to discover this is if they follow up after the job interview. It may seem basic but someone who follows up with you after meeting you will be more inclined to follow up with clients. Those that send a personal note or a thank you card are the ones that know the value of a personal connection and how to differentiate themselves.

CREATE THE LIST

Where are you finding your prospects? This could be your problem area. If you've been hiring people that aren't driven, maybe you're looking in all the wrong places. This may be a good time to think outside the box with these ideas:

☐ **Referrals** - Do your current star employees have friends or family who would make great employees? Have an incentive program so your employees can be on the lookout for people who may be successful at the dealership. The referring person will naturally serve as a mentor to the new hire and want them to succeed because their bonus is tied to that person's success. Win-win.

☐ **Military Base Separations & Transitions** - Hiring veterans is a great move- these folks are looking for an opportunity and thrive on structure and process. What's more, they'll always be on time. If you are located near a base, find out when the base separations events are and be there monthly to speak with candidates who are looking for a chance to succeed and who want to stay in the local area.

☐ **Campus events** - You need to position a career in the dealership as such, a career. This isn't a move that someone should do to make some quick money over the summer or because it's an easy in with their family running the dealership. Show candidates that your dealership offers them a career path that they can get excited about.

☐ **Talk to people outside of the industry** - Keep your eyes open for anywhere that you receive excellent service like at a hotel, restaurant or from a retail salesperson. Do you know how many people we spoke with sold furniture prior to selling cars? Maybe the next time you purchase a couch, you will also meet your new sales superstar!

☐ **New car dealer association training classes** - The people who attend these classes are motivated and want a career in car sales. This is a great opportunity to find your local branch and engage with them to recruit new talent.

☐ **Google paid ads** - list your ad on your website and promote it through paid media making sure to target the right audience



PREPARING THE POSTING

Now that you know who you're looking for and where to look for candidates, you need a plan of action to respond appropriately and timely to applicants. Here are a few items to have ready:

☐ **Have an Immediate follow up email response to job submissions** - (ie Thank you for your interest in {Fill in your job title posting} We are currently reviewing your resume and will be in touch within 48 hours.)

☐ **Calendar availability for interviewing** - Make sure you've blocked out time on your calendar to interview candidates. Generally 30-45 minutes is enough for a phone interview and one hour for an in-person interview.

THE INTERVIEW PROCESS

How are you going to filter through candidates?

Are you going to start with a phone interview and then when they pass that first tier, proceed to an in-person interview?

We recommend having at least three people speak to each candidate as part of the interview process. Identify who these people are and evaluate at each step if the candidate will proceed to the next level. Generally you'd begin the process with the sales manager and if the candidate does well, they will advance to the General Sales Manager and finally the General Manager or Dealer Principal.

Once you determine who the first line of interviewing will be, **set up the interview with the candidate.** Make sure you're clear on what the process looks like and inform each candidate what to expect along the way.

First interview

In this interview, you're getting to know the individual and the goal is to collect information, including completion of the application, collecting references, as well as taking the information needed to do a background check.

This is also where your sales manager tells them about the position, expectations, etc. Provide them with an online behavioral analysis to understand their strengths and weaknesses. These tests generally take an hour and if they complete it they are demonstrating commitment to the role. It's amazing what these tests reveal that you may not be able to pick up from simply speaking with the candidate.

Give them a task to complete to qualify their abilities. For example you can provide them with a phone script that your associates use, and have them take it home and study it. When they return for the next interview, they will do a role play with the GSM to see how they utilize it. This ties back to the motivational element- motivated employees will make a clear effort.



Second interview

This is with the GSM.

By this time the references will have been checked, the background screening complete and the personality profile done.

Have the GSM roleplay the script that the person learned.

Candidate is asked if they have any questions - motivated candidates will have several thoughtful questions planned out.

THE INTERVIEW PROCESS (continued)

Third interview

If the candidate passes the first two rounds, they are then introduced to the GM or dealer principal who can also provide an assessment.

Along the interview process, see how the person communicates and responds to correspondence. Do they write clearly without spelling errors, are they responsive, are they professional?



MAKE AN OFFER

Once you've interviewed the candidates, you should have plenty of information on if they'd succeed at your dealership or not. Review your notes on each candidate and reference back to what you wrote down as your target above.

- How did they score on the sales test?
- Are they driven enough?
- Will they consistently convert leads?
- Are they optimistic?
- Do they have great people skills?
- Are they persistent?



HERE'S THE BOTTOM LINE

When you have the right candidate, you're ready to make an offer. It's important to note that you don't want to make an offer just to fill a spot. According to the U.S. Department of Labor, the price of a **bad hire** is at least 30 percent of the employee's first-year earnings.

Take your time to build a team of A players and provide them with the tools to succeed. Make sure they have proper and continuous training and provide them with a good working environment. Remember, your biggest asset is your people. By putting the right people in place and giving them solid processes to follow, your dealership will thrive.

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