Recruiting Tips

[USING THE GRAPEVINE]
TO: MANAGEMENT SUCCESS! CLIENTS

Re: Finding EMPLOYEES Using "The Grapevine" and Other Sources

This is a compilation of successful actions on “Finding & Hiring Employees”. While you may have had some frustrating "adventures" in this area, rest assured - there are good employees out there to be had. You just must persist, stay positive and continue to look with as much energy as you would be promoting your shop.

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First and foremost is "The Grapevine", an informal network of communication. This operates on the principle that good techs or service advisors don't necessarily have to use traditional methods to look for a job; they just use "the grapevine". This is a lot more than just “networking within the industry”. Here are just a few and they keep on growing:

- **Your Tool Truck** - Tell your tool salesperson what you need and want in a technician, give him or her a business card, some even have a bulletin board you can post a 3x5 card on. Keep mentioning it WEEKLY.

- **Your Parts Vendors** - In particular, the parts salesperson you deal with (male or female), and even the parts delivery people that go into most of the shops in your area. Again, give them a business card or two so they can pass them on to prospects.

- **Your Customers** - This is probably the most ignored resource available to you - your loyal customer base. Put up a sign in your sales and waiting area that says something to the effect "Doug's Auto Service is expanding its service to you. As a result, we are looking for qualified technicians. If you know of any, have them call 000-0000". If your local sign laws allow it, put something similar out on your marquee or read-it board in front of the shop. Your customers many times will know a friend, a nephew or a neighbor who is a good prospect as a tech or service advisor, etc.

- **Your Old Tech Buddies** – Here is another great potential source of contacts: your old technician/gear-head friends from high school, your tech school or a previous shop you worked at. The buddy may not be looking for a job, but he might have a friend that is.

- **Local "Gearheads"**. Look in the directory for local Car Clubs, talk to “gearheads” you might know, drop in at a local Speed Shop and find out where they hang out in town. Do what you have done above - put up 3x5’s, pass out business cards and talk to them in person. Find out if they want to make good money doing something they love - working on cars. Again - work this weekly, with phone calls, personal visits or contacts.
Your Local Trade Association - Many local trade associations have dealt with the problem of "no techs" head on. They have run their own ads in the paper, funded by membership fees, contacted techs schools, interviewed applicants and generally developed a pool of prospects with resume’s that their membership can call. Usually the pool includes all levels of skill and experience.

Local Business People You Trade With - Anyone you do business with in town, from the person you see every week at the grocery store to the people at the printing shop. Give them business cards and let them know what you need and want.

Local Vocational Technical Schools - If you have anyone you know at the local Vo-Tech, contact them and ask who the best graduating students are. Or talk to the teachers. There was even one Shop that ended up hiring one of the teachers. Ensure the school has high standards for its applicants.

Military Placement Agencies - If you have any military posts near you, they will sometimes have a placement agency for people leaving the military. GIs with motor-pool experience and military discipline usually make good employees. Call up the local post directory and see if they have one of these offices. There is also a website service to help military folks make the transition back into the working world. Contact http://www.taonline.com, and look for Transition Assistance Online. Also check http://hireahero.org/ and register.

Social Media – Get the word out on your social media sites. Using Facebook Page, Google Plus, anywhere on social media that fits. Let everyone know you are the place to work. Detail what you need and want in an employee. Find some way to use this resource regularly - putting out another ad or communication at least weekly.

Offer A "Bounty" - If all the above is not getting prospects fast enough, you can "turbo-charge" the grapevine by offering a bounty for a Tech that stays for 3 months. You need to select the right people to promote this to - people you judge to be honest - and you tell them you will pay them $xxx for a Tech that stays for 3 months. You tell them exactly what kind of Tech you want, what level of skill, etc. If the person arrives, produces and stays on board for 3 months, you will pay a finder's fee of x amount of money on the day after the 3 months is up.

The basic idea on all of this is that you cannot discount any possible resource to use for your employee search on the grapevine. This is letting people know you exist, it’s promotion, it’s broadcasting - THE MORE YOU COMMUNICATE WHAT YOU NEED AND WANT, THE MORE CHANCE YOU WILL GET WHAT YOU NEED AND WANT!

NOTE: "THE GRAPEVINE" CAN BECOME WEAKER AS A SOURCE OF PROSPECTS WHEN WE GET DEEPER INTO THE SUMMER BUSY SEASON.
If the grapevine is not producing enough prospects, then you can go into advertising. Using smaller local papers in small towns give more positive results as they are less expensive, and get better prospects. You also need to use the internet.

- **Internet Hiring Sites** – Ask your consultant for some of the employment ads. Put one of our recommended ads on [Craigslist.org](http://www.craigslist.org). You can get an employee or a friend or your spouse to put the word out on one of the Bulletin Boards - detailing what you need and want in an employee. One shop used [www.actautostaffing.com/](http://www.actautostaffing.com/) and got a good response - another used [www.indeed](http://www.indeed) . There is also [https://iatn.net/careers](http://www.iatn.net/careers) sponsored by IATN, and: [http://www.autocarecareers.org/](http://www.autocarecareers.org/)

There are many hiring web sites – some paid and some free. As mentioned, your state and local unemployment agencies many times provide a service where they allow you to post free ads and view submitted resumes. One such site is [www.coloradojoblink.com](http://www.coloradojoblink.com) or [www.texasjoblink.com](http://www.texasjoblink.com) - plug in your state name and see if you have this service in your area. The paid ones have various success rates depending on the location – the true test is the response.

One shop owner was getting many hits off their shop’s website. They would send out an information package about the shop with an on-line link to a presentation the shop created, showing pictures of the crew and the shop environment. This is an excellent way of making your shop more real to a potential employee.

- **Newspaper** - You can advertise using the sample ads we have sent you. These should be worded to get people with good attitudes and some experience. It’s better to get someone that is a little less experienced but wants to be part of the team and has a more positive attitude, than some "super employee" with a giant chip on their shoulder. The negative employee can affect the whole team’s attitude and production.

  Look for Attitude over Training – you want someone you and your other employees would like to work next to. And remember, it is better to hire 2 or 3 at the same time, because some may not show up, some may not be able to produce, and one may just be a "keeper". We have rarely run into the problem of having too many good techs, too many good employees on board.

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*Don’t forget to advertise with the basics like your local Unemployment Agency. One Shop in Georgia placed an ad on the Unemployment Agency’s Website with good results.* You never know where a prospect will come from – whether looking for a Tech, a Service Writer or some other employee.
Wherever you advertise or search, you should remember this basic concept – you are promoting your Shop work environment. By survey the main things techs are interested in, for instance, are:

- **Regular Training**
- **Decent Work Schedule**
- **Good Equipment**
- **Good Benefits** *(usually some participation in a Medical Plan)*
- **A Fair Boss, and**
- **Appreciation & Recognition of the Technician’s contribution to the Team.**

Pay is always a consideration, but surprisingly enough it’s not on the top of the list of “Ideal Working Conditions” for that potential good, long-term employee. You would want to promote these kinds of things whenever you are searching for any kind of employee, either on the Grapevine or with ads.

**Owner Attitude**

And, after all is said and done - if you have used all the above diligently, thoroughly, in volume and you are still not getting any good employee prospects - you have to examine your own attitude, your own approach toward employees and the general atmosphere of your shop. This includes the attitudes of other employees in the business. Good people don’t want to work for a grouch; sane people don't want to work in a chaotic, insane atmosphere. It also includes how professional your shop is in appearance and operation. Shops that have the points mentioned above - 40 hour-a-week work schedule (on the clock); good equipment; clean, professional premises; provide on-going training - these attract the best employees. If you are upbeat, and your operation is organized and professional – you should be able to attract good people.

Your attitude and the effect it has on the attitudes of all your employees can create a good atmosphere, a secure atmosphere that will attract good employees. Or it can bring about a general "feeling" about a business that will repel the best of folks. Similarly, if you have employees that have a lot of baggage – these will slop over into the work place, etc. They will also contribute to an unsafe atmosphere at the shop that will almost magically drive the good prospects away.

This last point affects both the success of using the grapevine and the employee ads. A tightly run shop, with policies that limit outside influences, efficient systems that make everyone money - these factors almost create a vacuum that draw in good employee prospects. Loosely-run, unprofessional shops that have no basic systems or policies - will only bring in people that take advantage of these kind of uncontrolled businesses, people that thrive in chaotic environments. Those kind of non-productive, unmotivated employees - that cost you money rather than make you money - will flock in the door.

So, despite your frustrations and difficulties in the adventure of finding employees, 80% of the people out there are good, decent people and you have to be positive about finding the right one for your team. **IF YOU MAINTAIN A POSITIVE ATTITUDE, RUN A PROFESSIONAL OPERATION - AND YOU PERSIST IN YOUR SEARCH FOR A GOOD EMPLOYEE - YOU WILL FIND THE RIGHT ONE FOR YOUR SHOP.**
JOE’S GARAGE IS LOOKING FOR QUALIFIED TECHNICIANS TO ADD TO OUR TEAM!

IF YOU HAVE ANY FRIENDS OR FAMILY THAT YOU FEEL WOULD BE A GOOD ADDITION TO THE “JOE’S GARAGE TEAM” – HAVE THEM COME BY & TALK TO JOE, CALL 818-500-1234 OR EMAIL joe@joesgarage.com FOR AN APPOINTMENT
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