



Four-Step Recruiting System

Welcome!

While the following recruiting system may represent a brand new way of hiring for your company, remember that your willingness to implement this approach will allow you to achieve much better results. Here's what one of our clients had to say:

"We signed up for coaching when we were ready to give up and walk away from our business. We'd had such a hard time getting the right people in place so we could move forward. Using our coach's advice in hiring and screening people in a different way than what we did in the past, we now have a great team in place!" - Business Owners, Pennsylvania

Hiring is a little bit like fishing. The firms that get the best people are the ones that get a lot of fish on the deck so they can be choosy. Our proven recruiting system is based on the following universally accepted principles in the field of recruiting, selection, and hiring of employees:



1. If you attract a large pool of applicants to choose from, you're more likely to get the right person for the position you're trying to fill...
2. If you implement multiple, leveraged interview stages, you'll waste less time in lengthy interviews with under-qualified candidates...
3. If you require your short list of applicants to perform a small set of tasks essential to successful completion of their position as part of the interview process, so that you can observe their behavior, you'll be far less likely to be surprised by their performance after they've taken the position...
4. If you complete a psychometric profile on your short list of applicants, you'll be even more likely to make an appropriate match. Please refer to the Silver Bullet called Psychometric Profile System for more details on how to perform a psychometric profile on your job candidates...



Take Action Results

Profit! Freedom! Lifestyle!

Now, here's the Four Step Recruiting System in detail:

1. Prepare the Bait (Create Your Ad)

- a. Refer to your *Organizational Plan* for a description of the position to be filled.
- b. Create an ad for the position using our *Sample Recruiting Ads*.
- c. Briefly describe the roles, responsibilities, tasks, duties, and skills required.
- d. Be sure to mention the hours and earning potential.

2. Cast the Net (Generate Leads)

- a. Here's a partial list of strategies to generate leads for the position:
 - i. Look within organization first. Who can be promoted?
 - ii. Call any quality past team members who left asking the question, "anything I can do to get you back?"
 - iii. Post a sign in your door/window.
 - iv. Post an ad in your local and daily papers.
 - v. Post an ad in your trade/industry publications.
 - vi. Post ad in your high schools, colleges, vo-tech school publications.
 - vii. Post an ad in your local houses of worship.
 - viii. Send an email, direct mail, or fax blast with your ad to your customer database, vendors, personal/business colleague database.
 - ix. Create a recruiting incentive plan and announce it to your team. Put a copy of the incentive plan notice in their paychecks. Be sure to run the offer you're making by a few influential team members to make sure it will motivate them.
 - x. Utilize a recruiter/headhunter to send candidates your way.
 - xi. Fax your position description to employment/temp agencies:
 1. Identify (10 to 20) agencies
 2. Complete their contract if required
 3. Call back the day after position description is faxed to ask them for resumes
 - xii. Go to networking events and remember that every conversation is a potential interview.
 - xiii. Publish your ad in your company newsletter.
 - xiv. Retrieve web resumes from web sites such as:
 1. www.monster.com
 2. www.careerbuilder.com
 - xv. Search the web for local resume postings: city+resumes.



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3. Fill the Deck (Virtual Interview)

a. Phone screening (OPTION #1)

- i. Set up a dedicated voice mail box for phone screening. Options:
 1. Call your local phone service provider and set up a “dedicated voice mail box with its own unique phone number.” This is also known as a “software number.”
 2. Or, set up a web-based phone number using a service such as www.webextreme.com
- ii. Complete a voice mail script and record your introductory message.
- iii. Be sure to include your phone number in your position description and ads to drive the leads to the dedicated voice mail box message!
- iv. Listen to the responses and get resumes from the candidates whose answers impress you.
- v. Qualify your candidates by comparing their resumes against your position description.
 1. A – has all the necessities plus some
 2. B – has all the necessities
 3. C - missing some of the necessities
 4. D - not even close
- vi. Develop a short list of candidates.
- vii. Have the short list of candidates complete psychometric profiles.
- viii. Have the short list of candidates fill out an application form (optional).

b. E-screening (OPTION #2)

- i. Set up a dedicated email address for e-screening.
- ii. Prepare your position description and ad to drive leads to the dedicated email address.
- iii. Read email responses and reply requesting resumes from qualified candidates.
- iv. Qualify candidates by comparing resumes to job description
 1. A – has all the necessities plus some
 2. B – has all the necessities
 3. C - missing some of the necessities
 4. D - not even close
- v. Develop a short list of candidates, 3 to 10 people.
- vi. Have the short list of candidates fill out an application form (optional).



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4. Reel Them In (Test Drive)

- a. Design the test drive (on-site interview):
 - i. Identify the 3 most important responsibilities of the position.
 - ii. “What 3 things are absolutely essential for this person to do well?”
 - iii. Have the candidates complete a 4 to 8 hour on-site interview where they complete a work sample relevant to the top 3 responsibilities of the position.
- b. Arrange the test drive for your short list of candidates.
- c. Debrief the test drive with existing teammates to gain their perspective.
- d. Reduce short list of candidates to preferred candidate.
- e. Have preferred candidate complete psychometric profiles.
- f. Check references on short list of preferred candidate.
- g. Interview the candidate using questions focused on actual past experience pertaining to skill set and tasks required for position versus hypothetical questions about the future.
- h. Use same set of questions for all candidates and record answers.
- i. Negotiate salary and make offer.
- j. Get signatures on hiring contract and position description.