

COST OF HIRING

Wrong vs. Right



Considering the costs, time and energy involved with finding, hiring and bringing a new employee up to speed, it's vitally important to do it right.

Just as preparation is critical to winning a race, taking the time to prepare for interviews and thinking the process through carefully are equally important.

That being said, following are five steps business owners can follow when preparing for interviews:

- 1. Establish core competencies.** Make a list of the core duties related to the job role. Involve your existing employees in this task.
- 2. Identify the strengths you are seeking.** If you wish to hire a driver, dispatcher, or office manager, your ideal candidate would be one who is highly experienced. If you are hiring a driver, certification would be a huge plus.
- 3. Create a list of attitudes.** You've heard the old adage, "Hire for Attitude—Train for Skills." And no doubt, a candidate with a positive attitude will be a valuable asset to your company. Other desirable attitudes are: "I am here to serve customers," and "I am only as good as my team."

Note: Keep in mind that competencies and attitudes are "MUST HAVES" while strengths are "nice to have." If you can find an individual who is highly competent in many areas and may even be considered a "jack-of-all trades," and this person possesses many of the strengths you are seeking, this would be an ideal candidate for your business.

- 4. Prepare questions for the interview.** Often, business owners who are short on time and it isn't until after the interview that they realize they haven't asked really solid questions to help them make an informed decision. Below are a few questions to consider:

- Can you describe your current (or last) job in detail?
- What was the toughest recovery you had to do?
- What was toughest customer you had to deal with?
- Why do you want to leave your current employer?
- What were your responsibilities?
- What are your greatest strengths?
- Will you agree to random drug screenings?
- Are you willing to change the way you do things?

- 5. Be prepared to sell the benefits and positives aspects of working with your company.** One question candidates typically don't ask you (even if they are in dire need of a job) but that will be on their minds is, "Why should I work for you?" Answer this question, even if it isn't asked. Remember, top performers are evaluating you just as you are evaluating them.

Christine Corelli is a business columnist and author of the popular book, "Wake Up and Smell the Competition" Visit her web site www.christinespeaks.com.

THE TRUE COSTS

PERCENT OF RESPONDENTS

41%

OF COMPANIES SURVEYED SAY THAT A BAD HIRE IN THE LAST YEAR HAS COST THEM AT LEAST \$25,000.

25%

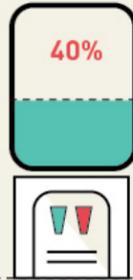
OF COMPANIES SURVEYED SAY THAT A BAD HIRE IN THE LAST YEAR HAS COST THEM AT LEAST \$50,000.

BUT THE COSTS GO BEYOND JUST CASH. THE FOLLOWING ARE THE DIRECT AND INDIRECT WAYS COMPANIES SAY THEY'VE PAID FOR HIRING THE WRONG EMPLOYEE.

PERCENT OF RESPONDENTS



LOST WORKER PRODUCTIVITY



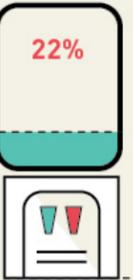
LOST TIME DUE TO RECRUITING AND TRAINING ANOTHER WORKER



EXPENSE RECRUITING AND TRAINING ANOTHER WORKER



NEGATIVE IMPACT ON EMPLOYEE MORALE



NEGATIVE IMPACT ON CLIENT SOLUTIONS

WHY DO COMPANIES HIRE BAD EMPLOYEES?

PERCENT OF RESPONDENTS

ACCORDING TO THE CAREERBUILDER SURVEY, COMPANIES HIRED BAD EMPLOYEES BECAUSE:

38%

THE COMPANY NEEDED TO FILL THE POSITION QUICKLY.

34%

IT JUST DIDN'T WORK OUT.

21%

THE COMPANY DIDN'T TEST OR RESEARCH THE EMPLOYEE'S SKILLS WELL ENOUGH

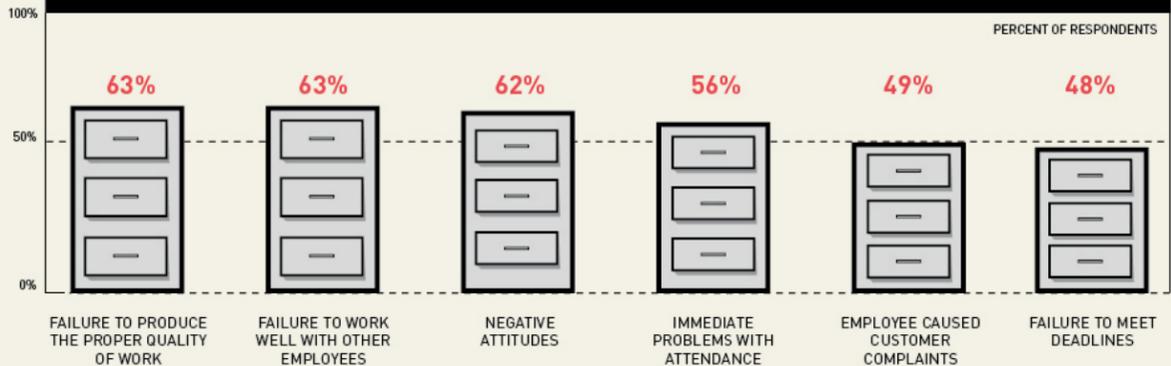
11%

THE COMPANY DIDN'T PERFORM ADEQUATE REFERENCE CHECKS.

BREAKING THE BAD: HOW YOUR COMPANY CAN AVOID HIRING THE WRONG EMPLOYEES

EMPLOYERS SAY THAT THEIR BAD HIRES DISPLAYED THE FOLLOWING CHARACTERISTICS. IDENTIFY THESE PROBLEMS BEFORE YOU MAKE THE HIRE TO SAVE YOUR COMPANY MONEY - AND A HEADACHE.

PERCENT OF RESPONDENTS



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