

Hiring and Screening System

Hiring high quality employees is one of the most important aspects of growing your business. Your team is an extension of you, and the representation of your company.

Hiring the wrong person can be expensive in money, time wasted and even reputation damaged.

Several years ago, we implemented a screening system to save us time and weed out people that are just not a good fit for our company.

Here is the outline of the recruiting and screening system we use.

But first, a little back story:

The first time I needed to hire several people at once, I put up a decent ad on Craigslist. I got so many responses, it was absurd.

I received 54 resumes, on top of all the email inquiries.

Sorting through that, calling people and interviewing took me about 7 or eight hours. Time which I didn't have! I was trying to hire to lighten my load. And most of the applicants I talked with or interviewed were not right for the job, or weren't really interested.

They were just mass applying for any job. So...

The I had to schedule and interview 2 dozen applicants.

At the end of 2 weeks, I had hired 5 men. The entire process cost me over 29 hours.

And of the 5 I hired, only 3 made it past the first week.

After reading Perry Marshall's book, 80/20 rule for sales and marketing, I took a different approach.

- 1) Mindset: I want to only talk with qualified and motivated people.
- 2) Place a very detailed ad on Craigslist (any ad site will work, like ziprecruiter.com, etc)
- 3) Give specific instructions they must follow (this weeds out the folks that don't follow direction)
- 4) Direct them to a pre recorded message that gives more info about me and my company. It contains specific instructions as well, telling people to leave a voicemail with their name, repeat phone number twice, etc. If they don't follow directions, they are disqualified.
- 5) Review the voicemails and rate each caller based on vocal energy, tone, ability to follow direction and communication skills.

- 6) Reply to those I like best (email and phone call), and conduct a 3 question phone interview.
- 7) Offer the best applicants an in person interview.

This has always given me the right person. I have used it to screen and hire technicians, sales people and personal assistants.

My total time invested once my system is set up is about 1.5 hours to post the ad, listen to voice mails and contact people, then interview them.

Here are the resources I use:

- Perry Marshall Book 80/20 for sales and marketing.
- Craigslist
- I-Telecenter: <http://www.itelecenter.com/tcpromo?referredby=8557783349>
- This service is \$35 a month, I think
 - you can use a google voice number, for free, if it meets your needs. I like the toll free number with I-telecenter, because it emails me the voice mails and texts me when someone leaves a message.
 - and I have up to 1000 extensions I can use. And other functionality

I hope this helps.

One of my recent ads, which includes the screening phone number (which is still active if you want to listen) is below.

All the best.

Sid
sidgraef@gmail.com

Here is My Craigslist Ad

window cleaning technician:

I've used the same system to screen and hire technicians for my cleaning company, with great results. In March 2015, I needed to hire 2 new techs. I plugged my ad (sample below) into Craigslist, and my prerecorded message (also in the ad below) and pressed "Go"

The results:

I don't know how many people read the ad. It is long for CL, so probably not more than 50.

10 people replied to the ad via email with a resume or other information.

I deleted those. They didn't follow directions.

6 people called my pre recorded message and hung up. Good. Didn't need to talk to them.

5 people followed all the way through. I called them all. Scheduled a group interview with the 3 most promising.

2 of those showed up. The 1 hour interview went well, and I hired both. They are sharp, motivated, show up early every day. I'm very pleased.

Of the 6 steps listed above, I modify it slightly for techs, starting with step 6.

6) Call and briefly phone interview the most promising candidates and schedule interview (or group interview)

7) Those I hire go through a solid orientation, safety and training curriculum.

I have a 2 week "working interview" and evaluate at that time to offer an actual job.

With my system in place, the last hiring session took me 1.5 hours total, including interviews. I hope this works well for you.

Below is my ad for Craigslist - window cleaning technicians

We are looking for courteous, self- motivated and friendly individuals that pay attention to detail. We clean windows at commercial and residential locations; including retail and office buildings from 1 to 3 stories. Some ladder work, travel between jobs, and minimal paperwork are required. You need reliable transportation, proof of insurance, and a valid drivers license to be considered for employment.

This is a full time position.

More Info:

Spectrum Window Cleaning is the fastest growing window cleaning company in Missoula. We are growing fast because we focus on quality and service, and our customers tell others!

We rarely work in the evening or on weekends because we have families and life outside of work, just like you. Our work week runs

from Monday through Friday, starting from
7:00 to 8:00 AM and ending between 3:00 and 5:00 PM every day.

Equipment and a company uniform are supplied!

You will receive PAID TRAINING; and once training is completed,
you will receive hourly, performance-based wages.

Job Requirements

Clean driving record

21+ years old

Strong work ethic and great attitude.

Additional

Own a dependable and respectable vehicle with proper insurance

Have a valid drivers license

Clean driving record

Be able to work independently

Have a neat professional appearance

Be accountable and dependable

Background check required

Seasonal work: April - November

Job Benefits

Top 8 reasons to work at Spectrum Window Cleaning:

1. Great work hours - leaves you time to enjoy family and personal life
2. Professional Atmosphere
3. Friendly competition
4. Rewards and recognition for job well done
5. Earnings potential of up to \$10-\$14/hour
6. Concern for employee well-being with weekly safety meetings
7. Flexible schedule
8. Potential for advancement in the company

To get more information, please listen to our 3 minute employment overview
here [855 -SQUEEGY Extension 120](#)

This will help you get to know us better, before you apply.

Follow instructions on message

DO NOT REPLY TO THIS POST.

follow instructions on recorded message. thanks

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

Short video walk through:

<https://www.screencast.com/t/EYvs8ZGa1Hy>