

# “Recruitment and Selection Secrets” ...Revealed

## *Welcome*

I have created a ready-made guide that will ensure you only ever select the very best person... guaranteed.

Hiring staff costs a lot of time and money. Most businesses hire in a haphazard way, using old selection methods that have been handed down from one poor recruiter to another.

**Fact:** Interviews are only 14% effective in ensuring you pick the right candidate.

**Fact:** 75% of hiring decisions are wrong

**Fact:** 20% of salons & spas operating today will be out of business within 12 months.

“Another 60% will be no more advanced than they are today. And only 1 in five will be making more money than they are right now. Those figures have remained constant for at least half a century that we know of”

Greg Milner  
CEO World Wide Salon Marketing.

Finding and selecting staff that build your business is crucial to your wealth and health. This manual is for business owners who understand that you build a business to create wealth, and the best way to build that business is to leverage your time and energy using your employees.

Your staff should be increasing your client numbers, selling, rebooking, and doing great work, if not you only have you to blame. If your staff are not building your business then you are doing everything, and you are becoming drained and burnt out. This situation is then affecting your energy levels, your health and your private life.

It is time to refocus on why you went into business in the first place, and to hire a team that will work with you towards your vision. It is time to weed out the lame, lazy and draining staff, AND identify the performers, and hire them.

I have two primary objectives with this manual. The first is to make you more MONEY, by selecting a highly profitable person. The second objective is to ensure you have a much easier and stress free working relationship with your NEW PROFITABLE TEAM!

*David Osborne*



David Osborne  
Managing Director  
Profitable Personnel

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# Module One

## Do You Have The Employee Disease in Your Team?

"Nothing matters more in winning than getting the right people on the field. All the clever strategies and advanced technologies in the world are nowhere near as effective without great people to put them to work."

Jack Welch  
Former CEO of General Electric

# The Recruitment AND Selection Process

## Module One

Do You Have  
The Employee  
Disease in  
Your Team?

## Module 1: Do You Have The Employee Disease in Your Team?

Please tick either yes or no to see if the disease is affecting your team.

Are all your staff:	Yes	No
1. Positive and happy?		
2. Open and supportive to your ideas?		
3. Nurturing teamwork and team morale?		
4. Nurturing clients so they become raving fans of your business?		
5. Ensuring sick leave is only taken when truly sick?		
6. Punctual?		
7. Professionally presented and well groomed?		
8. Diplomatic and tactful?		
9. Ensuring their work station is well presented?		
10. Trustworthy and loyal?		

### 1.1 Why Do I Ask These Questions?

A World Wide Microsoft survey of 38000 employees in 2006 found that 50% of employees in external companies believed they are in the wrong job.

These employees were just biding their time until they find another job.

- How productive do you think these employees are?
- How productive do you think your employees are?
- Do your employees work to keep your clients?
- Do your employees work to rebook your clients?
- Do your employees follow your systems willingly?

## 1.2 Do You Have Disease In Your Team?

Q. What do diseases, do?

**A. They spread to the rest of the team!**

Q. Is this going to help you create wealth?

**A. No?**

Q. Why do business owners put up with this disease?

**A. Often because they are scared they will not find a replacement.**

Q. Why are business owners scared they will not find a replacement?

**A. Because they do not have confidence in their skills to find and select the right staff.**

Q. Why do business owners not have the confidence to find and select the right staff?

**A. Because they have not been properly trained to recruit and select.**

“Those who build great companies understand that the ultimate throttle on the growth for any great company is not markets, or technology, or competition, or products.

It is the one thing above all others: the ability to get and keep enough of the right people.”

Jim Collins  
Good to Great

**CRUCIAL BUSINESS SECRET NO 1:** You don't need to spend thousands of dollars on motivational workshops. You just need to get the right staff in the first place.

### 1.3 Will The Disease Go Away?.....By itself?

#### A. No!

Studies suggest that of those who are disengaged, 33% are very happy to keep accepting their paychecks and will stay with the company for an average of five years. These employees are going to do the bare minimum for their salary, and they will do this day in, and day out... for five years. During all this time they will consistently infect the other employees with their negativity and cynicism, spreading it like a cancer throughout your business.

### 1.4. What Might Be The Impact On You?

*Please Tick*

<b>Does one or more of your staff</b>	<b>Yes</b>	<b>No</b>
1. Drain your energy?		
2. Increase your stress levels?		
3. Drain your available time?		
4. Damage your client relationships, potentially losing you clients and MONEY?		
5. Upset members of your staff, potentially stopping them from engaging happily with clients, and losing you REBOOKINGS?		
6. Make you less passionate about your business?		
7. Make you tired and cranky which has an impact on your family life?		
8. Make you hesitate to try new ideas and build your business?		
9. Make you feel like they think they own and run your business?		
10. Make you feel like you would love them to move on, but you are scared of the damage they might cause when they go?		

A. If you have ticked yes to any of the questions above, then this will be the impact of the disease on you.

## 1.4 Can't I Train My Staff So The Disease is Eliminated?

A. No!

**CRUCIAL BUSINESS SECRET NO 2:**

**“If you think a weakness can be  
turned into a strength,  
I hate to tell you, but that’s another  
weakness.”**

**-Jack Handey-**  
American Writer

## 1.5. Why is the Profitable Personnel Salon Recruitment Process So Good?

<b>The Profitable Personnel Salon Recruitment Process Provides You With Ready To Go Templates To:</b>	<b>Other Recruitment Processes</b>
1. Create a comprehensive profile for your vacation position.	Rarely do this
2. Create a selection criteria for your position	Rarely do this
3. Create advertisements specially for your vacation position.	Sometimes do this
4. Vet the resumes	Do this
5. Undertake phone screening	Sometimes do this
6. Undertake reference checking.	Rarely do this
7. Conduct one on one meetings.	Rarely do this
8. Conduct the final meeting	Rarely do this

### **The Most Professional Recruitment Process I've Encountered in 20 Years!**

"Profitable Personnel's intelligently structured candidate selection and qualification process is the most professional and effective recruitment service that I have encountered during my 20+ years in the property industry.

Profitable Personnel challenged, motivated and even re-educated me and I found the process to be an enormously positive and productive learning experience. I would thoroughly recommend Profitable Personnel to any organisation that wants to find the best and most suitable candidate and I will certainly be calling David next time I need to find staff."

**Mark Clark,**  
**Commercial Manager, Central Park Management**  
**Ph (08) 9481 8000**

### **The Objective Of This Module is:**

To establish if you have any poor performers in your team, and to clarify that poor performers are a hazard to your health, and your wealth creating dreams. Has this been achieved?	Yes No	or
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