

“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 Two

Why Do We Get So Much Disease In Our Teams?

“There is an Epidemic of Dishonest Employees, it is a corporate cancer”

L Scott Harrell – Recruitment Specialist.”

The Recruitment AND Selection Process



Module 2: Why Do We Have So Much Disease in Our Teams?

Because:

75% of all hirings are inappropriate. Most of the poor decisions are made in the interview stage, and those decisions have been made subconsciously within 2 minutes.

Would you buy a house after just having a discussion with the real estate agent for 2 minutes? No!

So why are business owners so poor at selecting staff?

One of the main reasons is that most business owners and managers have not been trained in good selection procedures, and they invite people into an interview far too early.

What's wrong with this?

Interviews are at best 14% accurate in predicting whether you will hire a star performer.

Without enough data on the applicant, you are now at the mercy of a sweet talking, manipulative, articulate, deceitful applicant who wows it with the right words, thus forcing you to make a quick decision. This decision is made purely on what they have told you. It is subjective and not objective.

Plus

The problem is that resumes, interviews and reference checking processes are not vigilant enough to ensure we recruit business builders.

And here are some of the reasons why

- 37% of resumes are phoney.
- 25% of employees make up their work history.
- 85% of University students have admitted to cheating to obtain a degree.
- 33% of higher education qualifications especially PhD's are false

CRUCIAL BUSINESS SECRET NO 3: When the economic times are harder these percentages increase.

2.1. What is The Consequence Of This Disease?

Consider if your employees were not only disengaged, but they did not care about your company.

- 33% of employees admit to stealing a product or money from jobs in the last three years.
- 30% of business failures are directly related to employee theft.

Source: (2003) 'Public Personnel Management' - USA Today

- A corporation fails every 3 minutes.....and
- 96 percent of all companies fail within 10 years.

(Holmes, C (2007) The ultimate sales Machine, the penguin group USA PXVII)

So all is not rosy in the corporate world, and the impact of poor recruitment and selection processes is affecting everyone. Poor recruitment and selection processes is not just a salon owners issue, it's a world-wide issue.

“A Bad Beginning Makes a Bad Ending”

Euripides
Greek Writer

Do You Want To Hire A Healthy Team Or A Diseased Team?

If the ANSWER is Healthy read on.....

Innovative Approach Is Truly An Asset To Any Company Or Organisation!

“Right from the first point of contact with Profitable Personnel I found myself inspired & energised!

The entire experience was a journey of self-discovery.

It has given me a new & exciting perspective to not only my professional career but my life as a whole.

David's innovated approach to matching the perfect people for the perfect position is truly an asset to any company or organisation.

Many thanks to Profitable Personnel!!”

**Sage Kandiah,
The Property Presenters**

The Objective Of This Module is:

To clarify how you get the disease into your teams, and what a devastating impact it can have. Has this been achieved?	Yes or No
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