

7 steps to easy recruitment

There are 7 key steps in recruiting. They make it quicker and easier to find the right person for you; you don't have to sift through any resumes, emails or take unwanted phone calls from applicants just wasting your time.

1. Write up a job description.

You should include:

- What will they be doing
- Who they will report to
- How long their probation period will last
- What the requirements of the role are - qualifications, etc
- What they will be paid
- How regularly their pay and performance will be reviewed.

Double check the 'what they will be doing' section is everything that actually needs doing in your business.

2. Set up a 'Virtual Message Bank'.

Call your local landline phone service provider and ask for a 'virtual message bank' to be set up. It should cost about \$6 - 7 per month and you can cancel it once you're done or you can keep it going for the next time you're recruiting.

3. Write your script and record your message.

Type up a script for your message. For example:

- "Hi and thanks for calling to apply for the xxx position with xxx company ... My name is xxxx and over the next few minutes I'd just like to tell you a little more about the position and our company, then I'll be asking you to leave your name, contact details and answer a few simple questions after the tone. So you may like to grab a pen and paper."
- Include 3 short sentences on your company - how long it has been operating, where you are based, what you do (briefly) and the type of customers you work with.
- "Now, about the position you're applying for," - you really want to go into detail here, describing the tasks which are part of the role, the skills and requirements needed, as well as the attitude you want.
- You can finish the script off with: "Finally, you will have high standards, be a mature yet relaxed team player who's trustworthy and loves smiling! If this sounds like you then, after the beep, please clearly leave your name, address, best contact telephone number and then answer the following 3 questions:
 1. What do you see as your 3 strongest attributes ... ?
 2. What is your biggest success ... ?
 3. Why do you see yourself as being suited to this position ... ?
- You've got a full 3 minutes to sell yourself... so take as long or as short a time as you need. Only successful applicants will be contacted, so hopefully we will be calling you soon. Thanks for taking the time to apply with us today and good luck!

Recruiting this way is excellent, as it weeds out all the wrong applicants. You want people to ring up and hang up a few times before they leave a message, you want them to be writing out the info from your message and preparing their answers before they call back to leave their responses. You want them to sound a little nervous as this shows they really want the job but still have a good phone manner. You can also tell a lot from how they answer, eg...

- Did they answer all the questions?
- Did they use key words you used?
- Were they straight to the point or did they waffle on too much?
- Can you understand them clearly?

This can tell you things like: Can they follow your instructions clearly? Are they a detail person? The 3 questions help you get a better idea of who they are, which is hard to get from just reading a resume.

4. Write up and post the job ad.

Once you have recorded your message you are ready to write up an ad and post it onto an online job classifieds website (i.e. seek.com.au, mycareer.com.au) or in your local newspaper.

Copy from some of the text in the message you left. You want the ad to be creative and different, so do a search on one of these job websites and see how other companies are advertising for a similar position. This is a great way to test how different your ad really is. The heading and first few sentences should sell your company to them and the benefits of working for you – i.e., “Do you want to work to school hours?”, “Do you love to shop?”, “Do you love feeling inspired every single day?”, “Do you love working on your own?”, “Do you love being around people all the time?”, etc... At the end make it clear that they must call the number to apply; emailed or postal resumes will not be accepted.

5. Check the messages.

Check the messages daily at a time that suits you. Each day call back the ones you like and spend 4 - 5 minutes on the phone with them asking them some more detailed questions like: What were they doing before? Why are they looking for a new job? What do they want out of a new job?, etc... if you like them then invite them in for a face-to-face interview and ask them to bring a copy of their resume along with them.

6. The interview stage.

You should have a good idea of the person by now and really you just want to see them in person and get a feeling for whether they will fit in with your company's culture and its future. Consider:

- Did they turn up on time?
- Are they dressed and groomed appropriately?
- How do they respond within your company's environment – i.e., complimenting, enthusiastic, asking questions around the company and the premises?

At this stage you can also show them a copy of the job description and make sure they are ok with it, and answer any questions they may have. Explain that you will call them back tomorrow and let them know if they have been successful or not.

Checking References – After you have decided who you want to hire, always call 3 references first. Request 5 minutes of their time, then ask how they found the applicant, what are their strengths and weaknesses and would they re-hire them if they could. Let them know it's confidential.

7. Call back to offer the job.

Call the applicant you liked the most first, congratulate them and offer them the job. Write up a letter of offer and have it faxed/emailed to them. Once you have it back signed, then call the others and let them know they weren't successful this time, but you welcome their applications for any future opportunities that may arise. Wish them luck in finding their dream job.