

Recruiting Ideas

1. Hiring Sign in front of your office: "Apply Inside!"
2. Hand out business cards at gas stations or food trucks.
3. PPC campaign for local penetration of hiring.
4. "Now Hiring!" Magnets for all Vans and Owner vehicles.
5. Hiring signs at Home Shows and community events.
6. Temporary labor help – \$14-\$20/hour, insured and background checked.
7. Hire a local recruiter.
8. Add a "burst" to Val Pak stating "We're Growing. We're Hiring".
9. Finder's fees for your current Techs, suppliers, referral networks.
10. Email blast blurb on Kirkwood and other back-marketing vehicles.
11. Spreading the word with Repeat customers and offering a referral fee. (Consideration is that it may endanger relationship with customer if Tech is eventually released).
12. State website (to post and search including unemployment site).
13. USPS "Every Door Direct" Campaign (Send to those areas in which Techs tend to live).
14. Burst add-on for current yard signs – Yellow burst that adheres to both sides of yard sign "Now Hiring the Best".
15. Local PR – Email designed to send to local media outlets promoting MHM as a great place looking for great people. Owners responsible to send.
16. Referral program offering \$50 for anyone they recommend who stays a month or more.
17. Email newsletter – 70K people on our mailing list. "You already know us and know the type of workers we want. Help us find them and we'll give you cash".
18. Facebook – "You may not want this career, but maybe someone you know does. Refer a friend and get \$50 if they stay for at least a month."
19. Twitter – "We have great careers available throughout the country".
20. Constant contact – Owners can access their own lists.

21. Marketing content – Possibly add hiring content to mailings, newspaper ads, periodicals, leave behinds and advertorials.
22. Radio ads – Get Skip's or Mike's ad and have it re-voiced for 15 and 30 second spots. Offer to co-ops areas or adjacent owners to split cost of airtime.
23. Hiring fairs – Need to look regionally or set up our own.
24. Home Depot and competitors – Create quick sheet with bullet points of why MHM is the place to work to hand out to potentials already employed.
25. Competitors – maybe they are tired of getting the work.
26. Chamber meetings – Use it for hiring and spreading the word that you're growing and need great people.
27. Trade Associations – As a member you can network with others or get into their newsletters.
28. Union houses – Steady work with good pay can be enticing. Being a part of a growing company is also appealing.
29. Builders in the area - They may not have the time for small jobs but may know the people who can perform them.
30. Utilize **CareerPlug** not just to run an ad and get applicants but **utilize the entire system**. It's already set up and very easy to learn. Use the pre-populated emails to save time and use the pre-screen questions to help screen so you truly are only interviewing applicants who are good candidates. See pre-screen questions below. Use the assessments to help determine the personality traits of the person to see if they fit the position. Change the ad up and don't always run the same one. The initial ad is good but below is another one that works too.

Retaining Ideas

1. Have a structured **on-boarding process**. A good hire expects more. If they are just thrown a t-shirt and told to go with “Bob” for the day, they don’t get the feel they are working for a professional company. Employees who participate in a structured onboarding program are more likely to stay with an organization for 3 years.
2. Greenius should be a part of the onboarding process for best results.
3. Employee handbook must be read and signed prior to working.
4. Employees are allowed three unscheduled missed days but they are not eligible for a raise for a year. The fourth day that they do not show is automatic dismissal.
5. Focus on the talent of the individual and introduce them to new skills once training is received

Retaining Ideas From Leadership Summit

How do you position yourself to attract good talent and keep them?

- Know your competitors very well
- Offer Benefits & Bonuses
- Provide “fun in the process” Golf Tournament, Celebrate birthdays
- Sign off with paycheck on a form (Report) with owner signature
- Email group when they sell a big job thanking them.
- Positive meetings – Prepare – bring breakfast
- Looking for a pat on the back, not always about money.
- Reviews – extremely competitive market \$100 for good review. Reviews are the future of our business.
- Any tech with 200 positive reviews goes on a cruise with owner and wife following year, if employee is in good standing at the time of the cruise.
- Give gift cards for good reviews; cards cost nothing when you use points from card.
- Token or Poker chips 1/5/10 chips
- Reward with token. Reviews – employees can give each other a token.
- Redeem when they like for a \$100 gift card to Walmart.
- Understand their home dynamic and why their behavior may change.

- MVP Award – not just for sales. Clear cut. Fixes problems with customers, plus \$1,000.
- Certificates for accomplishments & hang on bulletin board.

Build Culture

- Staff puts together events and company pays for it.
 - Indoor race track with competitors
 - Date night
 - Family Bowling
 - Career Path
 - Easier to take personal days/
 - Because of extreme hours – give gift card to take significant other out.
 - Breakfast once a month.
 - Bowling events
 - Celebrate Birthday Parties
- Clear Communications in the office
- CSR & Techs have breakfast together.
- Celebrate Personal Accomplishments (not just business)
- Involved in the Community

Referral program

- Bring me a plumber “Face-to-face” you get \$500. If they stay on additional \$500 after 3 months.
- Before hire – 1 week with top tech, pay hourly, see if a good fit.
- 90-day probationary period.
- Indeed – resumes loaded already – email them and say you want to talk to them.

Structure Pay and Incentives for retention

- Pay Scale
- Affects retention

- 100% Commission
- Org Charts
- Apprenticeships
- Don't hold on to people too long that are slow; fire fast
- Morale – culture is so important
- Give bonus to guys every month if they net sales goals.
- Survey at the end of the year & then hold a strategic meeting at the beginning of the year. Show where it goes. Talk about marketing goals.
- How do you want to grow and develop this year?
- Create YouTube Channel by topic to help professional growth
- Ask what we can do differently as they are from the front line; do they feel their voice counts.
- Benefits
- Health care – after 60 days
 - 100% 1st year
- IRA match (after 1-year 3%) put in however much they want.
- Benefits all in house
- \$40 per pay period, they can dip in and take it when they want. Use it for Health care along the way.
- Perk – Auto repairs & pay them back weekly.
- Smart dollar
- Incentives – recognition; ranks – insignia
- PPI – Performance plan improvement.
- Training
- Flat rate pay
- Trainer get commission off sales for training efforts
- Return to work program.