

THE BUSINESS MAGAZINE WITH A SENSE OF HUMOR

Going Bonkers?™

Fall 2007

Business Edition

**How to Attract
the BABY
BOOMER
MARKET**

**When Good
Customer Service
Goes Bad**

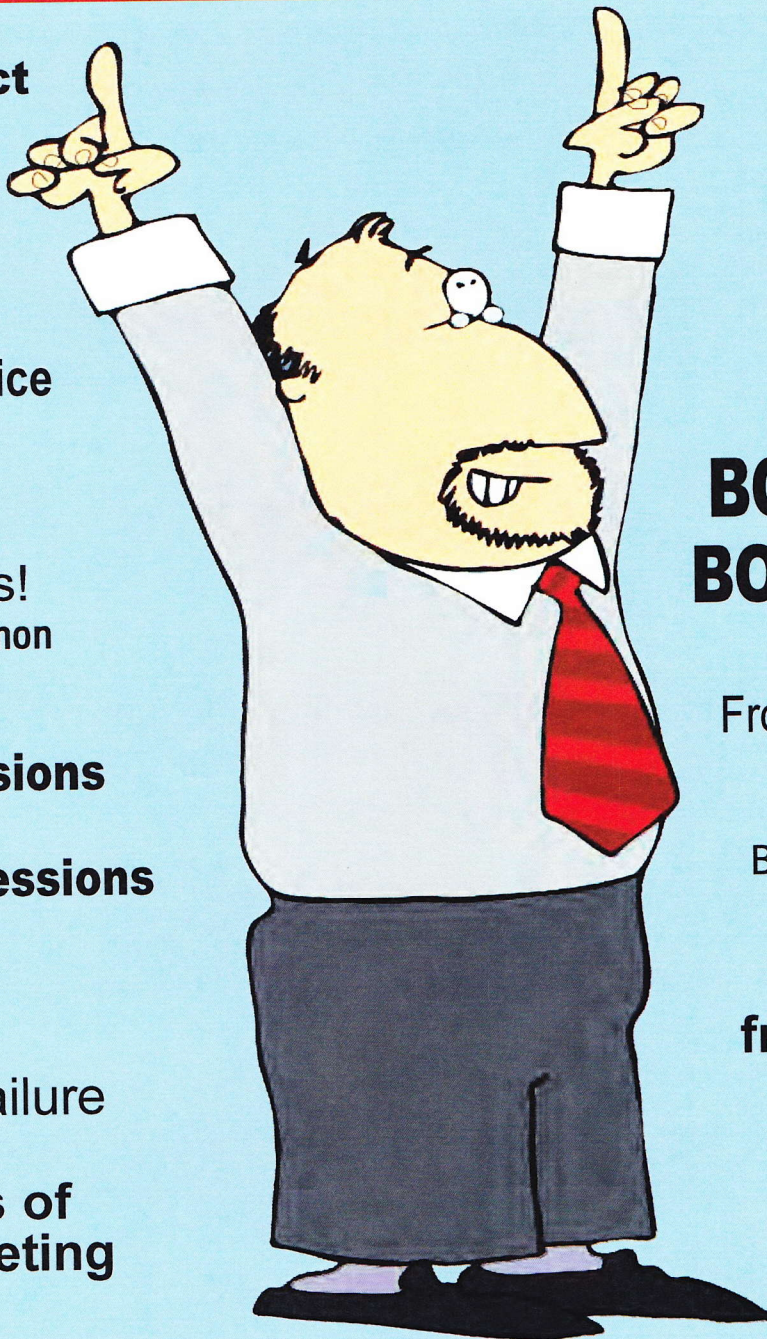
**Watch Those
Speed Bumps!
Avoiding Six Common
Sales Mistakes**

**First Impressions
COUNT!
Lasting Impressions
SELL!**

**Find Your
Fortune in Failure**

**The 5 Pillars of
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**How to
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Six Steps to Break
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**HOW TO
BOOST YOUR
BOTTOM LINE**

**From Brainstorming
to Eightstorming**

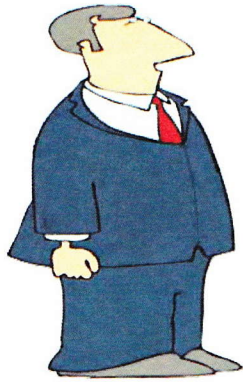
New 8-Step
Brainstorming Method

**Stand Out
from the Crowd**

Advanced Article
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NOW Hiring
5 Smart Ways to
Hire Employees

PLUS...Much More!



NOW HIRING

5 Ways to Hire Employees Who Will Stay Longer, Complain Less, and Produce More

By Monica Wofford

The interview was going well. She had experience, spoke well, and seemed she would click well with other team members. Six months later, after investing time and money into training, her manager had to let her go due to her attitude.

All interview candidates seem to go to "interview school". They have the answers to "What are your weaknesses?" and "Why did you leave your previous job?" down pat. You have to look deeper. Here are tips for hiring "right":

Hire for Attitude Instead of Skill

Paul owned a PR company and had been in the business for twenty years. He could teach almost anyone how to call a radio station. What he had also learned is that when hiring PR reps from other agencies, he had to spend hours un-training all their old habits. If you are hiring a sales person, hire a go-getter with a love of people and a high self esteem, not necessarily someone who has sold for years. You can teach skills, you cannot teach someone to overcome rejection and surly customers, nearly as easily. It is the attitude that will outlast problems and the attitude that will eagerly learn new skills.

Assign a Task in the Interview

Put your candidate on the spot. Avoid the same old questions; ask them to do the job, right then, right there. If your vacancy is an IT support person, role-play a difficult end user calling with a seemingly impossible problem that must be fixed yesterday. See what they say. If you are hiring for sales, have them sell you your own product. See how many questions they ask about it before just jumping into the sales process.

Pay Attention to the Past... Differently

Your candidate has had ten years working with your competitor. She has won every award for this type of position possible. So, how much do you think she will question your direction when you say to do something different than what she has been rewarded for? How quickly do you think she will be loyal to the very company she has competed against for years? Perhaps that candidate who has worked in a completely different industry but can demonstrate to you the right attitude toward hard work, learning, and customers would actually take less training.


Try Story Time

Asking closed questions in an interview, limits creativity and gives candidates a 50/50 chance of getting the right answer. Do you only want a 50/50 chance that they'll stay and be productive? Try asking him or her to tell you a story. "Tell me about a time when you and a co-worker completed a project and received recognition." Then listen to the story for hints on how they prefer praise, get along with others, share credit with co-workers, or bad mouth their boss. Also, "listen" to their body language and for creative story telling. Much is revealed when a person tells you a story and almost always, the story will be true as most can't make up that kind of detail on the fly.

Ask for Passion

After you have asked your standard questions and tested for skills that you need, delicately find out the passion of the person. The results are immediately revealing. For example, Melissa was

hiring a sales person. She thought she had found someone. The candidate's background suggested she had the attitude and making of a great sales person. Yet, when Melissa casually said, "What is it that absolutely lights your fire? What is it that you absolutely LOVE to do?" The candidate looked her straight in the eye and said "I absolutely love to type. I love to see if I can beat my own typing speed record and enter more information than anyone else can." Now this candidate isn't on Melissa's sales team, but she is one of the best admin data clerks she has ever seen. Many people don't know who they really are, but most do know what they like to do. Make sure it is what you are hiring for.

Hiring is tricky and getting the right person in the right job can be a downright complicated gamble. Finding the right person for the job is far more important than finding a person to fill the job. Don't keep filling jobs with those who tell you what you want to hear. Spend more time learning about the person rather than reading their resume. 

Monica Wofford, President of Monica Wofford International, Inc. is a certified CORE coach and trainer. She and the 12 coaches she leads help hundreds to determine who they are, how to work with others, and what their own true gifts are. Wofford brings more than 17 years of leadership experience to the companies she serves and provides training in Leadership, Service, and Confidence that impacts her client's bottom line and provides long lasting results. She is the author of *"The Type A Myth"*, *"Contagious Leadership"*, *"Contagious Confidence,"* and *"Contagious Customer Service"* and can be reached at 1-(866) 382-0121 or www.monicawofford.com