

Recession-
Busters! - Pg. 18

325+ Home-Based Businesses! Complete Start-Up Details.

Tax Time
Deductions - Pg. 76

HOME BUSINESS

The Home-Based Entrepreneur's Magazine

April 2008

RECESSION- BUSTERS!

325+ Home-Based Businesses You Can Start.
Tables with Complete Start-Up Descriptions
Begin on Pg. 18...

Beat the Recession with One of these Businesses,
Opportunities, or Franchises!



*****AUTO**SCH 5-DIGIT 32811
HB PLT 3
CHRIS HOLLIS
FR/PR
775 KIRKMAN RD STE 104
ORLANDO FL 32811-2068

Business
Talents, Skills, and
Return. - Pg. 38

APRIL 2008

\$3.99
0 74808 02170 3 04 >

Success Profile: eBay® Entrepreneur Escapes from the Cubicle. - Pg. 62

“NOW HIRING” NO EXPERIENCE NECESSARY

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

By Monica Wofford



Hiring is tricky and getting the right person in the right job can be a downright complicated gamble.

“Yes ma’am. I have a great deal of experience using Microsoft Excel. In fact, I created my resume using that program.” The interview was going well. She had the look, she spoke well, and Bill thought she would get along with the other team members. He missed the part about Excel and hired her anyway. Her resume sure showed even more experience in his industry than he really thought she needed. Six months later with hours of training, coaching that went on for days, and a ream of documentation, he was letting her go.

Bill, like many managers, had conducted interviews for years and after an all day session of “back to backs,” he had missed a few key points of this employee’s interview. She had the background, she had the way with words that so many do in an interview, but did she have the right attitude? She came up with an answer to all of his questions, but how would she perform and how could he possibly know? Simple. Well, sort of. 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, and these techniques will help.

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 readily learn new skills.

ASSIGN A TASK IN THE INTERVIEW

Put your candidate on the spot. Avoid the same old questions; ask her 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 she says. If you are hiring for sales, have her sell you your own product. See how many questions she asks about it before just jumping into the six step sales process.

PAY ATTENTION TO THE PAST... DIFFERENTLY

Your candidate has had ten years working with our 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 has worked in a completely different industry but can demonstrate to you the right attitude toward hard work, learning, and customers, and 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 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, find out the passion of the person you are about to entrust with this job. Whether you provide them with a profile or merely ask the question, the results are immediately revealing.

For example, Melissa was hiring a sales person. She thought she had found someone. All the questions had been answered with ease. The candidate’s background suggested she had

Continued on page 90

“All interview candidates seem to go to “interview school.””

“After you have asked your standard questions and tested for skills that you need, find out the passion of the person you are about to entrust with this job.”

“Now Hiring” No Experience Necessary

Continued from page 88

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 doesn’t do sales with Melissa,

but she is one of the best admin data clerks she has ever seen and both Melissa and the candidate are extremely happy. Many 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. We make matters worse is using the

Want To Motivate Employees?

Here Are 3 Tips for Uncovering What Really Turns Them On

According to workplace happiness and customer care expert JoAnna Brandi, one of the top challenges in any business is helping frontline employees to get and stay motivated as they build customer relationships, customer satisfaction, and customer loyalty. She offers managers three tips for successfully dealing with this common pain point in business by creating an environment where employees are inspired to be and do their best.

1) Learn how to do the multigenerational dance.

Today’s workforce is comprised of four distinct generations, each one having very specific needs and desires. While the WWII generation typically responds to authority, Gen X is self-reliant and tends to seek work/life balance. Meanwhile, Boomers tend to look for meaning in the ways they make a living while the youngest generation, Gen Y, is looking to be recognized for their efforts. Understanding a little about what was going on in the early years of each generation really helps to understand their world view.

2) Money isn’t everything.

Be mindful that when it comes to motivating employees, money isn’t the be all and end all. Want proof? My friend and colleague Mel Kleiman (the world’s leading authority on recruiting, selecting, and retaining the best hourly employees.) offers this simple test: Write down four words — money, opportunity (growth and challenge), recognition, and life style. Rank them one through four in the order of importance. People are always surprised to learn that nine out of ten people do not put money in the number one slot. Be sure to share this test with your team as well and to encourage people to share their results.

3) Motivation is both an inside-out and an outside-in proposition.

Provide your employees with a balance of intrinsic and extrinsic motivations. Intrinsic motivation comes from within an individual, while extrinsic, as the name implies, is being motivated from outside oneself by someone or something else. Most managers rely solely on the latter using money and/special privileges, thank you notes, pizza parties, and the like. The problem: These can lose their power over time.

To inspire intrinsic motivation, look for opportunities to get to know your employees, and find out their individual goals, values and strengths. Make it your habit to notice, appreciate, and build on them. Understand that everyone has their own individual combination of “motivators.” When you find the right combo, you unlock the passion inside. Paying attention to ordinary conversations and scheduling one-on-one time with each employee can reveal this extraordinary information.

By putting these tips into action, according to Brandi, you’ll be “creating an environment where your employees feel good about themselves in your presence, and are inspired to perform at their best.” **HBM**

JoAnna Brandi is the publisher of Monday Morning Motivation, a subscription-based program that delivers motivation, encouragement and support to employees on the frontlines in any industry. For more information, visit www.MondayMorningMotivation.net. To find out if you provide the kind of “exquisite” customer care Brandi says companies today must provide to stay competitive in today’s marketplace, take her quiz at <http://www.customercarescoach.com/public/quiz.asp>.



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.

same old formula that even the candidates know and looking at experience that may or may not matter. Try to keep in mind that finding the right person for the job is far more important than finding a person to fill the job. Want more work, keep filling jobs with those who think they know it all and tell you what you want to hear, but know little of themselves. Want more productivity and a long term team? Spend more time learning about the person rather than reading their resume. **HBM**

“If you are hiring for sales, have her sell you your own product.”

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 www.monicawofford.com or 1-(866) 382-0121.



For more information visit www.homebusinessmag.com and click the Management >> Employee Matters Channel.