

Hire expectations



This month, marketing expert and founder of Sarsaparilla Marketing, **Kimberly Davis**, looks at how to recruit the best employees

Now that we are past the worst of the recession, many companies are experiencing positive growth, and are looking to recruit new employees.

This is, of course, wonderful news. However, for many small to medium-sized companies, hiring new staff can be a scary, confusing, and unfamiliar process – especially if they're hiring for the first time.

Employees are expensive, and choosing the wrong one can be a costly, or even fatal mistake, particularly for start-ups. UK employment laws tend to protect the employee much more than the employer, so if you pick the wrong person, it's extremely difficult to fire them, should they not be up to scratch.

With no fear of repercussions, sometimes employees have no motivation to do a good job for you

(though there are of course many different ways to motivate your staff members – but that's a discussion for another time). This is why, in my opinion, the UK struggles with poor customer service.

So, to help you find the right person for the job, here are my top marketing tips:

1 USE YOUR AD TO PRE-QUALIFY PEOPLE

Being 100% transparent in your ad will save you a lot of time and effort on the back end. Give a clear list of responsibilities, required knowledge and, most importantly, the salary you're offering. Listing the salary helps you to weed out the time wasters who were looking for more money, and the people who aren't

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qualified. There is nothing worse than getting someone excited to work with you, and then devaluing them before they've even begun; it's just not a good way to start.

2 MANAGE EXPECTATIONS

We've already discussed salary. When you are clear about the salary, the applicant cannot be disappointed. The same is true with the rest of the details. In addition to the job responsibilities, I also provide employees with a list of my other work ethic and delivery expectations. For example, one of my greatest pet peeves is a late arrival time. When I was performing in the theatre, the director would say that rehearsals start at 6pm. This means, if you want

to change into dance shoes, fill up your water bottle, socialise, and warm up, then you need to arrive early. That's because practice started at 6pm sharp. The same is true with work. If you are meant to start work at 9am, then I expect you to start work at 9am, not to show up, put your coat down, go to the toilet, make a cup of tea, say hello to other employees, and so on, and then sit down at your desk at 9:30am to start work. Therefore, I make these items clear before an employee starts, so that there are no difficulties later on down the line. If you don't communicate what you want, then you can't expect anyone to work to your expectations. Most people are happy to oblige, they just need to know beforehand that is what you expect of them.

“What's the best way to see if someone really wants the job? Try to talk them out of it”

3 ATTITUDE OVER ABILITY

Another pet peeve of mine is the 'computer says no' mentality. Businesses which rely exclusively on the information contained in an applicant's CV will never build a loyal winning team. Believe me, having a degree from Oxford or Cambridge doesn't mean you can't be mindless, arrogant, and lazy. The most important quality in business is the right attitude – I once went for a job interview just for the practice. I never expected to get it in a million years. It was an interview for a finance job and I knew nothing about the finance industry. On paper, there was no reason I should have been accepted for such a role, yet, I got the job in the end. Why? I later asked my boss. He told me; "I can teach you finance easily. What I can't teach is work ethic. I needed someone who worked quickly, efficiently, and who had excellent communication skills. And there is no industry that works faster, and communicates better, than music and media." Figure out what you really need and interview the person, not the paper.

4 TALK THEM OUT OF THE JOB

What's the best way to see if someone really wants the job and will work hard? Try to talk them out of it. Tell them how it's going to require extra unpaid hours. Tell them they might need to work weekends. Tell them how please and thank you go out the door when you're stressed. Whatever the dark sides of the job are, be clear about them. It adds to the expectations and tests their commitment to the job. Even if they say in the interview they still want it, give them a day to consider. If they are still eager the next day, and don't have any excuses, then you know you have a great candidate for the team.

For more information, tips and advice, you can download Kimberly's free eBook, *How To Stop Wasting and Start Making Money From Your Marketing, Right Now, Guaranteed* at www.sarsaparillamarketing.com.