

Hiring and Retaining the Industry's Best

9 Necessary Rules for Staffing Success

Plus 2 Bonus Tips to Help You through the Process

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Hiring just the right person is rarely an easy task. From sifting through resumes to conducting countless interviews, finding the best qualified candidate takes time and dedication.

Wish there was a way to simplify the process? You're not alone. While there's no 'magic wand' to help you discover, hire and retain the best talent faster, there are a few tips you can follow to ensure the steps you're taking and candidates you're considering are *really* worth your while.

For 15 years G&A Marketing has been attracting, hiring and retaining some of the best automotive retail talent in the industry. Along the way, G&A developed a set of guidelines to improve their hiring process. Here are 9 of G&A's necessary rules you can use to enhance your dealership's hiring process and improve the quality of candidates you hire.

These 9 rules were carefully selected from G&A's list of more than 180 rules focused on sales and management best practices. As an added bonus, 2 extra tips have been included to help you discover what employee traits are essential to success.

G&A Rule #2: Judge People On Content, Not Style.

Think of this rule like this – What the candidate has to say is more important than how they say it. Every person is unique. It may be hard to get past some of a candidate's personal characteristics, but it's necessary that you do. If you don't, the right person for the job maybe discarded for all the wrong reasons.

Of course there will still be candidates who supply all the right content, but in all the wrong ways (i.e. overly arrogant attitude, etc.). In these cases, this rule may not apply.

G&A Rule #4: People That Need To Change The Most Change The Least.

Continuous training is an important aspect to employee retention and growth. If the candidate isn't interested in your dealership's training regimen, think twice before moving forward. Candidates who don't value constant learning often create problems. Save yourself the headache. Look to hire professionals who make a point to improve themselves in order to improve your dealership.

Ask them questions about how they continue to improve. Do they read books? Do they listen to books on CD's? Do they go to seminars? Or do they just tell you they're talented? If they just tell you they're talented, they likely don't believe in training.

G&A Rule #10: You Cannot Buy Heart With A Paycheck.

Everyone wants to make more money, but only a few have the heart to prepare to win. Are they committed to improving or do they claim to know it all already? For an individual to be the best of the best, that individual must practice in private what they want to be rewarded for in public. Ask what they do when they are not at work.

Everyone will tell you that they want to make a lot of money. Ask them why. Look for answers like; "I love to win," "I want to be the best," or "I love the challenge." These kinds of answers come from candidates who have a fire in their belly.

G&A Rule #15: What Are You Doing Today To Replace Yourself?

Always work with winners. Look for candidates that could do your job. Your first reaction may be fear of losing your job, but the truth is that this tactic will elevate you to higher positions. Candidates like this will make your job easier, since they will be able to accomplish more with less supervision. In the end, the company will generate more revenue and you will shine for your ability to recruit great talent.

G&A Rule #39: Some People Have 10 Years of Experience. Some Have 1 Year Repeated 10 Times.

Just because someone has been in the business a long time does not mean they are better than a less experienced person. They could have many bad habits and aren't willing to grow.

G&A Rule #61: Hire What You Can't Train.

Word tracks, computer programs, dealership processes, and business principles - All of these things can be taught through training. Character, attitude, drive, heart and commitment are not as easy. Just because one candidate may be familiar with how your store operates doesn't necessarily mean he or she has the fundamentals necessary to make a star employee. It is far easier to train your product and system to someone that wants to be the best. Those who want to be the best will take your products and systems to new levels.

G&A Rule #77: Sometimes The Best Sale That A Salesperson Makes Is The One That Got Them Hired.

A lot of good and bad sales people can sell themselves to you. Not all sales people can sell for you. In an interview, all will tell you that they are the best. Come up with some unique ways to test them. For example, ask them to give you detailed stories of success and failures. What did they learn from their failures?

Call references and ask questions like: "We do a lot of training. Other than product knowledge, what will we need to focus on when training this person?"; "What kind of things frustrate this person?"; "How do they handle set backs?"; "What drives this person?"; "What was the most valuable thing they brought to your company?"; "Would you hire this person back and why?"

G&A Rule #78: Everyone Is A Movie Star On Paper.

Resumes can be deceiving. Take the time to get to know your candidates professionally. Take the candidate out of the office. Go to lunch with them and see what they are like when their guard is down. Your conversations with candidates will help determine if what you've seen on paper is actually what you'll get.

G&A Rule #7: Learn To Take A Page Out Of Other People's Playbook.

Much like how G&A published these rules to help you hire better talent, many other resources exist to help guide you. Talk to peers and vendors about how they've attracted high quality candidates. There is no shame in copying someone else's hiring ideas and systems.

Bonus Tip #1: List Employee Characteristics

Make a list of all of your previous employees (both good and bad), then list each employee's characteristics. Review the lists to discover common characteristics of good employees and those of bad employees. Look for the common characteristics of the good ones in the candidates you pursue. Use the list of bad employee characteristics to help you realize what to avoid.

Bonus Tip #2: Assess Style of Staff

We use a DISC matrix to define personality traits of our staff, and determine what traits we should seek in your new hire. DISC is a behavioral model that breaks personal behaviors into 4 distinct quadrants of a grid. These 4 quadrants are: "D" which stands for *Dominance*, "I" which stands for *Influence*, "S" which stands for *Steadiness*, and "C" which stands for *Conscientiousness*.

Each quadrant has its own specific personality traits, which are compared against the common behaviors of employees to help define which quadrant fits the employee best. This process helps managers and employees discover which individuals are most compatible when working in groups, how to improve communication across the workplace, and more.

DISC profile assessments are a main staple of G&A's hiring and training process. It allows for our managers, team leaders and office staff to better understand themselves and those around them. Assessing the characteristics of our employees and even our customers makes it easier for us to adjust management styles in an effort to keep each employee feeling energized, more at ease, and willing to work with us.

Who Is G&A Marketing?

The answer is simple. G&A Marketing, Inc. is an automotive staffed event (AKA Automotive super sale), advertising, training and consulting company that is far from ordinary. It is G&A's goal to be the industry's best at leading dealerships to achieve maximum performance through marketing, training, consulting and motivation. And it's something no G&A employee takes lightly. By offering an ever growing array of customizable marketing products and services, G&A Marketing gives dealerships the power to increase market share, improve staff performance and grow their bottom line. For more information, please visit <http://www.gamarketing.com>, email Matt Baker, VP of G&A Marketing at mbaker@gamarketing.com, or call Matt at 800.688.1370 for specifics on Staffed Events.