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For The General Manager

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Outstanding Results*

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Achieving Profit Through Process

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Summer 2008
ONTARIO

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Finding Good People

Goals are great, the challenge is to find good people to help you accomplish those goals. Gathering a successful team of people is not only helpful, it's necessary.

Here's a four-part checklist to help you do just that:

1. Check each candidate's history. Seek available information regarding the individual's qualifications. Listen closely to their references first reactions.

2. Check the person's interest level. If they're really interested, they may be a prospect. Sometimes people can fake their interest, but if you've been at it for a while, you will be a capable judge of whether somebody is merely pretending. Arrange phone and face-to-face conversations, and try to gauge his or her sincerity to the best of your ability. You won't hit the bull's-eye every time, but you can get pretty good at spotting what I call true interest.

3. Check the prospect's

responses. A response tells you a lot about someone's integrity, character, and skills. Listen for responses like these: "You want me to get there that early?" "You want me to stay that late?" "The break is only ten minutes?" "I'll have to work two evenings a week and Saturdays?" "Your commission percentages are only how much?" "I'm expected to contact how many people?" You can't ignore these clues. A person's responses are a good indication of his or her character and of how hard he or she will work. Our attitudes reflect our inner selves, so even if we can fool others for a while, eventually, our true selves will emerge.


Duane's recruiting Job Fairs help you find great people!

4. Check results. The final judge must be results. There are two types of results to look for. The first is activity results. Specific results are a reflection of an individual's activity / productivity.

Activity: If you've given your new sales-person a script and a list and asked them to make ten calls in the first day, it's simple to check the results. "How many calls did you make?" John says, "Well..." and starts telling a story, making an excuse. You respond, "John, I just need a number from one to ten." If his results that first week are not good, it is a definite sign.

Productivity: If you've established realistic production or sales goals, inspect it. The test of a quality team is measurable progress in important benchmarks in a reasonable amount of time.

The Skills of Leadership: be up front with your team as to what you expect them to do. Give them ongoing support and training, and then hold them accountable. Don't let the surprises come later.

Remember, building a good team will be one of your most challenging tasks as a leader. And it will reap you multiple rewards for a long time to come. 

Summer 2008 Training Programs - Ontario

New-Hire Sales Process Training: Toronto Aug. 13 - 15 and Sept. 24 - 26

Business Manager School: Toronto Sept. 17 - 19

Lease Renewals: Toronto Aug. 8

Managing The Sales Process: Toronto August 7

In-Dealership Training and Sales Person Recruiting Job Fairs: Call for available dates

Service Advisor Class: Toronto August 12

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