10 Step Hiring Process

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1st location in 2007
8 Year Tenure
13 million organic
17 Inner Circles
Best in Company 2012 and 2013
CEO / Co-Founder IdealTraits INC.
CEO / Co-Founder GPS
Co-Founder Agency Academy Sales
Step 1 – Advertise using Ideal Traits

• Using Ideal Traits create job posting using templates provided to insure maximum response
• Always ask potential Hires to call you in the add
• Never sift through resumes without speaking to candidates first, they need to be engaged
Step 2 - Pre interview (phone)

- 5-10 min max. Use logic and not emotion when selecting your next hire
- Some Questions to ask
  - What was it about the ad that attracted you to it?
  - Why do you feel like you would be a good fit?
  - Tell me why you think you would enjoy a commission type position over hourly?
Step 3 - Ideal Traits (this step will eliminate 80% of the interviews and will save time and money)

- Send Ideal Traits personality assessment to determine whether or not to proceed.
- 1 click will send 4 part assessment including: Application, Short answer questions, Problem solving and Assessment.
- Results will be e-mailed back instantly when candidate completes 45min assessment.
Step 4 – Interview (approx. 45 min, we know we have great potential based on results)

- Start out with something to relax the candidate "Tell me a little about yourself that is NOT on your resume.
- Sell for and against the job to see how bad they really want it.
- "This career requires a lot of outbound telemarketing and networking, tell me how you feel about that"
- "What in particular excites you about constantly going after new business and selling?
- Candidate should be doing most of the talking and never give a leading ? "So you think you would be good at..."
Step 5 - Staff Interview (preferably another employee in same role)

• Closed door and allow the candidate to ask anything they want in confidence, "What is your boss like.."
• Great for employee buy in and making your employees feel important.
Step 6 - Think about it for 3 Days

- Have the candidate go home and talk to family members about the fit based on the commitment required
- Candidate must call us back when required (taking initiative and can they follow directions).
- Do not call candidate back without them calling first. If they forgot, how bad do they really want it?
Step 7 - Second interview and LSP/CSR Shadow (Time frame: 3 hrs to all day)

- Have Candidate watch exactly what they will be doing on a daily basis
- Observe phone and in person presentations.
- Allows candidate to participate in all activities they feel comfortable in
Step 8 - Go get licensed (approx. 10 days)

- Candidate is required to get the appropriate licenses
- Reimbursement will be given after 6 months of employment.
- Great separator step, candidate is still not hired and is spending time and money to get the position.
Step 9 - Collect 50 dec pages

- This allows the candidate to know what it feels like to ask for business before being hired and deal with rejection.
- $10 will be given for every household dec pages provided.
- Having a new hire get out the gate with maximum success is key!

Step 10 Hired!