

**Voice for Fitness Professionals Podcast
Episode 200 with Claire Garrigan**

How to Hire the Right Person for Your Team

The first step (below) is creating a job description that truly represents the skills of the person you want to hire. The second, and potentially more important step is having the candidate demonstrate that they know the job.

Brainstorm on how you can create a task that makes an applicant show persistence in follow up, [e.g. Lead Generation Plan] or how you can create a task that matches the skills another job requires:

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How to Avoid Hiring Mistakes

Mistake #1: Hire based on “passion.”

List traits and skills you know it takes to succeed:

- 1.
- 2.
- 3.
- 4.
- 5.

Mistake #2: Not having others on the team involved in the interviews.

Who else is already your team that should be in on specific hires?

Mistake #3: Asking typical interview questions.

What are the tough questions? What’s going to come up in the job that’s unpleasant that you should ask about?

- 1.
- 2.
- 3.

Mistake #4: Forgetting all positions have some degree of sales.

List positions you have currently and their role in the sales process:

- 1.
- 2.
- 3.

FILTER THE BEST CANDIDATES with an accurate Job Description.

This perfect candidate for this position has the following skills:

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The candidate must have the following (if any) specific qualifications: (include things like dependable transportation, ability to lift a certain weight, etc. as well as academic requirements or certifications, computer skills, their own computer or phone).

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This job is best for you if: (list 3-5 things)

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This job is not for you if: (list 3-5 things that practically restate the previous items – you're trying to be very clear and weed out people who are clearly not right)

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What percent of this position's time is spent doing various tasks?

Getting leads

Selling prospects

Doing complimentary sessions

Training current clients

Walking the floor

Returning phone calls and emails

Generating videos/blogs/articles

Creating social media campaigns

Creating launches for programs

Hiring and training other staff members

Be sure that your job description and questions reflect the reality of daily tasks required for success.

Outline the day in the life of [position you're advertising for]:

How will job performance be evaluated? What outcomes is this position responsible for? If you ask each week "how are you doing at your job?" based on the key performance indicators of this position, what will this individual be reporting on? (make sure these are listed in the job description in Key Performance Indicators – KPIs)

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List 3 key questions you want to ask about the hardest part of _____ [the position].

- 1.
- 2.
- 3.

List your new employee onboarding process.

- 1.
- 2.
- 3.
- 4.

During a dedicated 1-2 weeks training a new hire for a role in your facility what SOPs would they need to learn?

- 1.
- 2.
- 3.

Who is the best person to train a new hire? How many people or departments should be involved?

List some quiz questions that would make sure a new hire is getting the right training?

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Additional Notes:

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<https://www.fitnessmarketingmastery.com/podcast>
This episode: [Fitnessmarketingmastery/hire-the-right-person](https://www.fitnessmarketingmastery.com/podcast)