

HOW TO HIRE A CHAMPIONSHIP TEAM

THE INTERVIEW STRATEGY THAT REALLY WORKS



Salon success coach BRYAN DUROCHER knows that if you are like many salon owners, you probably dislike the interview process. It's time consuming. It can be awkward. And it's frustrating because somehow, after spending just a few minutes with somebody, you have to figure out whether they're going to be a shining asset to your company...or a crashing disappointment.

As part of his new CD, entitled "How to Hire a Championship Team & Keep Them Loyal Forever," Durocher provides a proven system for the interview process. Follow these guidelines and discover how your business and your applicant can make a perfect match.

1. Looks do matter. You can't discriminate when it comes to appearance, but the candidate must project the right image for your company. This is the "face" you are pointing squarely toward the public so carefully scrutinize each person's style of dress, grooming and personal taste. For example, if you're catering to well-heeled socialites, you might want to pass on the colorist with the multiple tongue piercings. Also keep in mind that at this interview, this is the best the applicant may ever look, so they had better look great from the start.
2. Body language. Positive body language speaks volumes. Look for openness and a relaxed posture with good eye contact. Avoid the foot shuffler, the slumper and the floor gazer. Remember...sixty percent of communication is non-verbal.
3. On paper. Every candidate must present you with a resume. You are looking for someone who wants to pursue a career, not somebody who is carelessly applying for a low-level job. An ideal resume summarizes the candidate's experience in one page and demonstrates at least a year or two spent working for each previous employer. If they tend to jump around from job-to-job, there's no guarantee that they'll last for very long in your salon.
4. Get references. You should require a minimum of three professional references you can call for a clear picture of your candidate's work history. For various reasons, past employers are sometimes hesitant or unable to provide specific information about an individual's performance. If this is the case simply ask if they would hire the person again. This "yes" or "no" will tell you all you need to know!
5. Look for the right answer. One of the questions you will ask each candidate is why they left their previous position or plan to leave their current job. There are only two acceptable answers. They are, "growth" or "opportunity." If instead a candidate starts to whine, complaining about an employer, a salon, co-workers, whatever, send them on their way. It's only a matter of time before the complaints are directed at you!

Finally, plan to conduct three separate interviews with each candidate:

Interview #1-The Overview

Schedule 15 minutes for the first interview. Conduct the interview in the salon. Out of the 13 interview questions that Durocher provides in his CD hand-out, he recommends covering five or six in this first session. Sample questions include, "What are your greatest strengths?" and "What are your greatest opportunities for improvement?" Use this time to get an overall sense of the person. At this point don't talk about compensation packages or other employment details. Wait until you have checked out, and been satisfied with, all of the candidate's references.

Interview #2-Digging Deeper

The next interview takes place outside your business. Select a coffee shop or a restaurant. This gives you an opportunity to observe consistency in appearance, behavior and communication. Cover the remainder of the 13 "How to Hire a Championship Team" interview questions. At this point, you can go into more detail about your business and the position requirements.

Interview #3-The Tech Test

If the candidate passes the first two interviews, invite him or her to return to the salon for a technical interview. Based on the specific requirements of your salon, this is the time for them to perform specific services on models so you can measure skill level and pace, and assess client interaction.

Sign on the dotted line. After all of the interviews have been complete, ask the prospective employee to read through your employee manual and a specific job description and agree to the understanding and acceptance of all of your terms. Once the candidate signs all specific documents, the hiring phase is complete...and you're on your way to building a powerful team!

Click here to order Bryan Durocher's new CD, "How to Hire a Championship Team & Keep Them Loyal Forever," or any of his other salon business CDs ("The Success Circle," "The Coach Approach" and "Salon/Spa Structure.")