

The Quick and Easy Way to Find, Hire and Keep Good Lawn & Landscape Employees

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Before we get started.....

The employer _____ must be improved!

1 Step 1: Avoid the 5 Biggest Hiring Mistakes!



1. Advertising for _____.
2. Hiring _____ and _____ without an _____.
3. Failure to build an _____.
4. Failure to treat recruiting as a _____ and _____ function.
5. Failure to hire _____ or adopt _____ in your business.

6 Step 6: Attracting Prospective Employees To Your Message

Part 1:

1. Build your AVATARS



Part 2:

1. _____ – ready for a significant career change
2. _____ – need job experience
3. _____ about horticulture, landscaping or lawn care
4. Already in the _____, not happy with their company
5. Already in _____, not happy with their company
6. Need to lose _____, get healthy, get fresh air
7. _____ speaking prospect

3 Step 3: Create Your Story

What would you say to the perfect _____ prospect?



1. The top 5 to 10 reasons someone would _____ working at your company.
2. The 2 to 5 reasons someone would _____ be qualified to work at your company.
3. What is the next step a _____ prospect should take to join your company?

8 Step 8: The 10-Minute Interview That Reduces Your Employee Cost by \$2000 to \$6000 Per Person

1. Where did you see my _____ ad (how did you find us)?
2. What's going on with you? Why are you interested in _____ (job name & applying here)?
3. What was the _____ job you've had and why?
4. What was the _____ job you've had and why?
5. **What is the _____ you would accept if offered a job at our company?**
6. If offered a job, when would you be able to _____?



NOTES

The Automatic Hiring Machine logo, featuring two green gears and the text 'The Automatic Hiring Machine'.	Automatic Hiring Machine Questions? Tabitha Lovell, Director of Training & Education tabitha@superlawntoolkit.com 678-943-4856
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