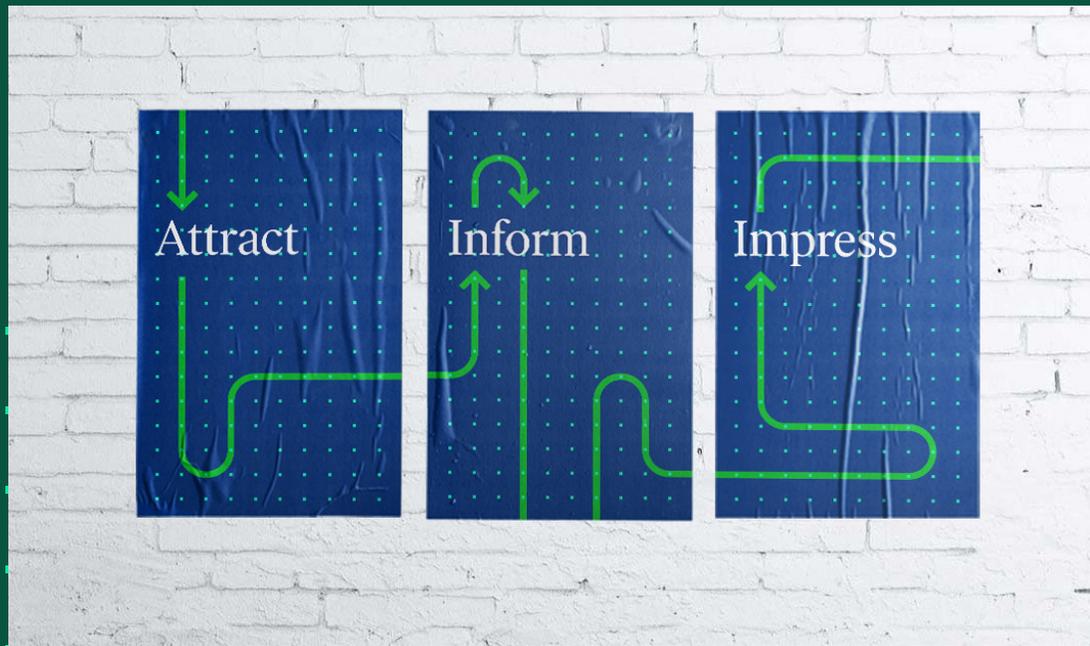


# Lifecycle Marketing

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## Hiring Kit

In this kit, learn how to clearly define and attract the right candidate, inform them of the opportunity at your company, and impress them through on-boarding and retention strategies.



TRAINER'S BOX®

# Attract the right candidate.

## Job description

[Placeholder for job description text]

*Start out with engaging copy introducing the company and the role.*

## The work:

[Placeholder for work description text]

## Responsibilities:

[Placeholder for responsibilities text]

## Expertise

*This is an opportunity to call out specific expertise needed to execute the role.*

[Placeholder for expertise text]

# Where to find qualified candidates

- Facebook groups
- Referrals
- Indeed
- LinkedIn Networks/Groups
- ZipRecruiter
- SimplyHired
- Glassdoor
- Job fairs
- Industry events
- Conventions
- Trade shows

# Sell and inform the candidate

As an entrepreneur, you have a vision, but how do you hire people to help contribute to that vision? Complete this worksheet to help identify your unique employment brand.

## Why would someone want to work for you?

*(Think in terms of your company, your leadership, the role, and the team.)*

## What sets you apart from other employers?

*(Why is this a career-making move?)*

## How can you communicate the rewards and incentives unique to your company?

*(Highlight the perks and benefits you offer as an employer.)*

# Interview process

**Step 1:** Review the resume

**Step 2:** Set up a phone call to chat about what they are looking for

**Step 3:** Design a project to test their competency

**Step 4:** On-site meeting to determine fit

**Step 5:** Offer them the job or reject gracefully

## Sample interview questions

### Questions:

- If you could design your next opportunity, what specifically would you create and why?
- In what type of environment and culture do you perform best?
- What project have you worked on that is most similar to this role?
- What are you working to improve right now?
- Talk to me about an accomplishment you had recently. What was the impact of that?

### Projects:

- Conduct a mock sales interaction via phone or face-to-face to test candidate's sales skills.
- Ask candidate to solve an escalated customer-service issue.
- For technical roles, ask the candidate to complete a task similar to what they would do in the role.
  - For example, if hiring a marketing professional, ask them to complete a go-to-market strategy proposal for one of your products or services

# Impress your new hire!

Successful on-boarding and retention strategies

## Sample on-boarding schedule for 90 days:

### Connect with leader

- Schedule weekly syncs with your new hire
- Explain how their role contributes to the big picture of the company
- Clearly define goals and exceptions

### Connect with team

- Coordinate a lunch with your new teammate
- Divide role-specific training to different team members deemed as subject matter experts
- Organize a team-building activity

### Connect with customers

- Arrange an opp for your new employee to shadow a tenured employee during a customer-interaction
- Empower their ability to interact with the customer and connect to your business
- Ask for “fresh-eyes” on one area of the customer experience that could be improved

# On-boarding toolkit:

Successful on-boarding is key to retention. Companies with a standard onboarding process experience 50% greater new hire retention. Utilize these questions to understand your new employee's motivations, goals, and ambitions.

- What can we do to multiply your talents to help your greatest results?
- What is a dream that you'd like our support to achieve?
- What are the most important things in your world?
- What competencies are you actively working on building?
- What would it take to keep you here for the next 10 years, such that there is nothing else you would want to do?