

## **Hiring and Keeping Great Staff Members**

### **Summary:**

In this episode of the MegaMarketer podcast, host Justin Jacobs and guest Jimmy Hiller talk about a problem that is plaguing the industry. Hiring is something that every business struggles with, but Jimmy has some unique advice that will make it easier for you to find the right people for your business.

### **Key Lessons Learned:**

#### **The Origins of Hiller**

- Jimmy had his first job as a senior in high school pumping gas, but he didn't have a lot of direction in his life. His father guided him to become a plumber, and after working for several years and getting his Master's license, he went into business for himself.
- There are three things that Jimmy attributes his success to. Jimmy knew he always wanted to be a business owner. It's important to know what you want in the first place.
- Jimmy was also willing to do whatever it took to make his business successful. That means you have to go out and learn the things you don't know right now.
- The third element of success is tenacity. The world will knock you down, and you have to make the decision to get back up and move forward with your life if you want to succeed.
- In terms of daily struggles, finding good people is the ever-present and greatest challenge to building a great business.

#### **Hiring The Right Team Members**

- Early on, Jimmy had relationships with everyone that worked for him, but now that his business is so large that's not really possible. Now he lays the foundation for the kinds of people they are looking for within the business.

- The first thing they look for is a good attitude. Are they going to show up and be happy to work there, as well as put in a good effort?
- Next, they look for skill, but they've got the training and knowledge so if the person has the right attitude, Jimmy's business can impart the skills.
- If your effort, attitude, and skill are on a foundation of integrity, then you have what Jimmy calls the "perfect picture of an employee."
- When hiring people, it's important to have an established and reliable process. For Jimmy, that includes drug testing and background checks.

### **The Zig Ziglar Connection**

- One of Zig Ziglar's more famous quotes is "You can have everything in life you want if you help other people get what they want."
- Jimmy listened to Zig Ziglar for many years, and he was actually fortunate enough to become Ziglar Legacy certified and can now teach Zig Ziglar's methods.
- When a customer calls you, they want to solve their problem. Your business needs the revenue the customer has to keep the business going. The employee that services that customer wants to provide for their family or move up in the organization. As the business owner, it's your job to help them achieve those goals.

### **Keeping The Hiring Pipeline Full**

- There is a shortage of people in the industry, so looking for the right pool to find people is crucial. For Jimmy, one of the best places to look is the military.
- The discipline that the military instills aligns very well with working in the trades. Jimmy has developed a close relationship with the

nearby military base and offers employment opportunities to many of the people coming out of the military.

- Jimmy's business developed a training program that has trained over 470 soldiers, and 94% of them have found a job in the trade.
- Jimmy has employees that have worked for him for 18 years to just six months. His business hires 10 to 15 per month depending on the market they're in.
- If you're in a smaller population area, the first thing to realize is that there are qualified people out there. There are kids who are graduating from high school that want to get into a trade but just don't know what the path is.
- Getting someone in the business when they are younger gives you the opportunity to train them exactly the way you want to and gives them a great foothold in the industry.
- Hiring employees is an investment, you have to make sure you are finding the right individuals. You have to put in the work to find them, but they are out there.

### **Increasing Interest In The Trades**

- The industry needs to reach out to high school guidance counselors if they want to increase interest in the trades.
- They are realizing that college is not the best answer for every student. If you have any kind of training in the trades, you can find a job somewhere.
- You have to show up and get in front of the guidance counselors to get in front of the students. High school teachers want their students to be successful, and the trades are a great way for people to build a successful life.

### **The Smart Contractor vs The Wise Contractor**

- The smart contractor works hard and learns from his mistakes and never makes those mistakes again. The wise contractor finds

somebody who has been where they want to go and then never makes those mistakes in the first place.

- Mentors can open your eyes to a world of opportunity that you didn't even realize existed.

Thank you for listening! If you enjoyed this podcast, please subscribe and leave a 5-star rating and review on iTunes!

### **Links to Resources Mentioned**

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