



DAVID TAMBURRO
TRAINING SOLUTIONS
WINNERS TRAIN HERE

GOOD HIRING PRACTICES

Car dealerships have been notorious for hiring ten applicants to get three salespeople who will last. In today's world of CSI, online reviews, and social media this attitude needs to change. Let's look at some good hiring practices that can help us find the right candidates for open positions so we are not over-hiring and hoping a couple make it.

1. Identify the type of experience you are looking for. Some stores will ONLY hire experienced salespeople. And others will ONLY hire someone who has never sold cars before.
2. Determine what the process will be:
 - a. What hours will you be interviewing? Do they need to setup an appointment?
 - b. Make sure that when the applicant comes in we have applications ready and a place set aside for them to fill it out.
 - c. Who will interview each applicant? There should be at least three different people able to interview applicants. But they should be interviewed individually.
 - d. What questions will you ask them? (See example questions below)
 - e. When they leave ensure you setup a follow up interview for the people you think you want to hire.
 - f. All hiring managers should agree on the people to be hired.

Once you have determined who to hire, you also need to make sure policies are in place for a positive onboarding for your new employees:

1. Set a firm start date for training.
2. Agree on how they will be paid for training.
3. Be prepared to tell them about the organization. Tell them about the work schedule and the pay them to fill it out. Plan so they can get a feel for the type of dealership it is. Remember, we want them to work here.
4. If you do background check and/or drug tests you should make them aware.

Example interview questions:

1. What makes you want to sell cars? Dig deep into this question.
2. What makes you think you would be a good salesperson?
3. What do you think salespeople do?
4. Tell me a little about you. In turn, tell them a little about yourself.
5. What have you heard about our dealership?
6. Do you have any friends or family in the business?
7. Where did you see our ad?
8. Look at their previous experience to see if they change jobs a lot. If so, ask them why?
9. Ask them how they deal with rejection. I always told applicants that if they were the best of the best, then 60% of the customers they talk to will not buy a car from them.
10. How are they at following direction.
11. How well do they communicate questions?
12. Are they involved in any volunteer programs?
13. If they have a customer coming in after they are scheduled to be off, will this be a problem?

Remember, we are trying to find people who will fit well into our organization and be with us long term. But they can also be future customers. They will most likely let everyone know how they were treated during their interview process. NEVER HIRE JUST TO FILL A SPOT. Because if you do, you will be repeating the hiring process shortly.