



Your People. Discover. Engage. Evolve.

# Dealership Dynamics:

Recruiting and Retaining  
Your Service Department

Presented by  
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# Interview Day



...shows up for work



# Have You Ever...?

- Wondered if an evil twin switched places with your new hire?
- Hired a candidate with loads of experience, only to watch him struggle?
- Hired someone you really liked who couldn't do the job?

# Affects of a BAD Hire



- Lost productivity
- Financial costs
- Employee morale
- Reputation

# Before “The Help Wanted” Sign

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- A woman with dark hair and glasses is shown in a thoughtful pose, resting her chin on her hand. She is looking upwards and to the left. The background is a blurred image of a newspaper's 'Help Wanted' section. An orange thought bubble is overlaid on the right side of the image, containing a list of four questions.
- Why are you hiring?
  - What skills are you looking for?
  - Who do you need?
  - What dominant traits do you want?

# Dominant Traits For Service

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Team  
Oriented

## Characteristics

- Takes initiative in familiar situations
- Chances for moderate advancement
- Working toward group goals

### Job Ad

*We have Flat Rate with a guarantee pay plans so you don't starve in slow times, but you can make the most in the busy times.*

*Career Advancement Opportunities because we promote from within.*



# Analytical

## Characteristics

- Reserved
- Objective thinker
- Practical problem solver

### Job Ad

*A qualified candidate would be a critical thinker and have customer service skills to interact with clients.*

*You need to be logical, handy, dedicated and professional.*

Flexible

## Characteristics

- Fast paced
- Adapts to change quickly
- Eager to get things done

### Job Ad

*Do you enjoy a variety of tasks that are rarely repetitious in nature.*

*Our environment is fast-paced and emphasizes putting the customer first and minimizing wait times. So a successful candidates will be quick-paced.*



Thorough

## Characteristics

- Cooperative
- Detail oriented
- Adheres to company policy

### Job Ad

*A successful Service Technician will have strong attention to detail and the ability to document all work performed*

*Seeking candidates who are dedicated to providing quality service while enriching the RV experience through problem solving and teamwork*

# Recruiting Channels

- Social media
- Your website
- Current employees
- Colleges
- Associations
- Job fairs



# Resume Review

- Marketing slick
- Industry experience match
- Longevity compared to industry standard

# Pre-Screen Objectives



- Why are they applying?
- Do they meet your minimum qualifications?
- Is the compensation satisfactory?

# The Interviews

- Consistency
- 80/20 rule
- Establish rapport
- Take notes
- Good. Better. Best



# Goal of Every Interview Question

Gain knowledge of a candidate's fit within the company and job by asking specific questions that require specific answers.

Vague "teenager-going-out" responses **do not apply:**

Where are you going?  
Who are you going with?  
When will you be back?

...Out  
...Friends  
...Later





# The WHO Approach

**Can you describe a time when you encountered obstacles in your last job while in pursuit of a goal?**

- **W**hat happened?
- **H**ow did you overcome the obstacles?
- **O**utcome of the situation.

**Interview  
Focus Areas**



**The Soft Skills**  
**The Hard Skills**  
**The Role Play**





# A Good Hire ...

- Delivers on expectations in a specific time
- Knows how to “do” the job rather than “get” the job
- Was not chosen on impressions but chosen for dominant traits, cultural fit and verified results

# Hiring Strategy

Identify need

Resume review

Phone screen

Interviews

Assessment

References

**OFFER**







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**#219!**

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