

HIRING THE “RIGHT” TOP PERFORMERS IN ROUTE SERVICE ROLES

Ty Swain *Growth Dynamics*

TODAY’S SERVICE ARENA...

In today’s textile rental industry, one thing is for certain... competition is increasing, customers expect more for less, and the importance of selecting and retaining the “right” service and route professionals that can effectively support and develop your customers is more complex than ever.

Today, customers want it all... technology, price, relationship and support... and they want it faster, cheaper and with the best service. For the service professional to be successful, they must be able to service, support and retain customers... be highly productive, adapt to customer change... AND be able to generate new business and target customer opportunities. Companies today hire for a Route Driver, but the reality is they want a Route Service Representative who can service and SELL!

THE REALITIES OF THE SERVICE ROLE

The reality of hiring service and route drivers is challenging because companies really want a person who has the interest, energy and motivation to service, manage and retain accounts... and also has the skills, motivation and drive to develop and secure new business. Often, a person who is great at one is average at the other.

Many times companies do a poor job defining the realities of the role and the importance of upselling until the candidate is in the job... which is too late. The “sales” aspect of the role is seldom explored, or the reality of this aspect of the job is often glossed over in the interview, “hoping” the person comes on board and figures it out over time.

GDI 2013 Study...

GDI research of over 230 linen and apparel companies show that 78% of route drivers surveyed who were told the role would include up-selling, are offered support and training to do so... are eight times more successful in developing business with customers because they see it as necessary to their success.

RECRUITING THE “RIGHT” SERVICE & ROUTE TEAM... IT’S MORE COMPLEX THAN EVER!

With the plethora of candidates in the job market today, it’s easy to want to hire anyone with a service background or to simply give someone a “try,” rather than focus on finding the best person for the role. Too often, the candidate you interview and hire is simply the best you could attract.

When you consider that a service professional will be representing your company in the marketplace, interacting with your customers AND will be responsible for helping to drive revenue into your company, it is critical that an internet job ad effectively markets the role so you can attract and screen only qualified candidates.

KEY WORDS & ATTRACTING THE BEST-OF-THE-BEST

Once the key skills and performance metrics of a role are defined, attracting top candidates with a targeted role-specific ad for internet job boards like Monster,

continued on pg. 22

HIRING *continued from pg. 20*

Career Builder, Indeed.com, etc. will attract better candidates. Today, the same technology used by Google and other search engines can be used to filter and screen candidates that you want to bring into your interview process.

ONLINE JOB BOARDS... WHAT WORKS?

Online resources, job boards and programs are diverse in the marketplace. Other national, regional or local job boards can be considered as well. The investment required for each job board or program should be carefully evaluated based on response.

INTERVIEWING & QUALIFYING CANDIDATES TODAY...

Now that you've attracted better candidates to the interview process, to properly and effectively select the right employees, you must ask questions that are role-defined and link to the importance of the job. No longer is generalized interviewing or "gut" decisions on hiring accepted. Research shows that unplanned, non-defined interviews do not effectively pre-screen (in or out) qualified candidates. Moreover, poor pre-screening leads to poorly-qualified candidate selection.

Not all successful service people are the right fit for your company. Candidates today are trained to say all the "right" things and maneuver their way into the interview process. The job of the hiring manager is not only to

hire the best talent, but to eliminate the wrong people.

Most candidates (especially those unemployed) will interview hard to get a job offer. If you are not careful, you'll hire the wrong person. An effective interview process defines the right questions to ask, allowing managers to focus on the candidate's response, not the next question.

Having an established, objective interview process in place will help you and your hiring managers stay on track to qualify and select the right talent.

PRE-SELECTION ASSESSMENTS...

An assessment tool can help you validate a person's fit for the role requirements. Research studies have proven that the right type of pre-employment assessments can improve employee selection accuracy by over 40%.


The assessment tool should provide the hiring manager with information about the candidate's strengths, capabilities, motivation and skills and validate what has been learned in the interview process. The assessment results can help the hiring manager identify targeted areas that can be further explored in follow up interviews.

Hiring managers who utilize a validated assessment tool during the hiring process agree it gives them greater confidence and "insurance" in making the decision to hire or not to hire.

FACTORS OF SUCCESS...SERVICE & SUPPORT THE CUSTOMER!

Top performing companies in the linen and uniform industry today have strong leadership focused on team performance in sales and service for growth in the marketplace. They are taking an active role in helping their service team adapt and optimize the customer relationship with strategies for retention and sales growth.

If you seek long-term success as a company, realize that the "right" people will grow your business, and loyal customers today expect their service representative to understand their business and make recommendations to support their account... not just take orders.

Select and retain the right top performers for your company! 

Continuing Innovation Introducing...



Innovations today for a cleaner tomorrow. Introducing our newest product: Nova. Our new blended microfiber mop includes microfiber and traditional yarn for greater longevity and cleanliness. Please contact Golden Star for more information on Nova, and our full line of dust control products, 800.821.2792.



4770 N. Belleview Ave., Ste. 209 | Kansas City, MO 64116
www.goldenstar.com | 816.842.0233 | 800.821.2792



GDI provides world-class sales leadership solutions for the selection, performance and retention of top performers in today's leading organizations.

Ty Swain
Growth Dynamics, CEO
tswain@gdicorp.com