

THE 5 + STEPS

TO HIRE TOP PERFORMERS

*The hiring system that will help you find
the best candidates for your home service business*



IMAGINE THIS

By doing this one thing right, you can save at least thousands of dollars per year, stop working 12 hour days, and have your business take off like it's never been done before...

What if I told you that this is 100% possible?

All you have to do is, hire the best people.

In fact, make that your no. 1 mission as an entrepreneur.

WHY?

Hiring can make or break your company. This is especially true if you're a small to medium sized business, where you only have a handful of employees.

Hire an A player, and you 10x the results for that particular role.

Hire the wrong person, and you poison your company culture, and waste tons of money on someone you would have to fire eventually.

When you think about hiring this way, the stakes are much, much higher. That is why even Steve Jobs said:



"I consider the most important job of someone like myself as recruiting."

This is true for my business as well. A big reason we have been able to expand so rapidly (10 states and counting, with over 200 employees) is because we hire and keep the best people in our industry.

To help you weed out the bad apples, and have only A players join your team, never leave hiring to chance.

Instead, you need to have a foolproof hiring system that will filter the best candidates for you.

It took me more than 10 years of trial and error to pick up these hiring tricks on my own. But now that I have a proper hiring system in place, hiring is a breeze.

In this guide, I will be sharing the exact steps we use to find top employees, so that you can implement in your own business as well:

STEP 1:

Find the channels to get A+ candidates

Most entrepreneurs rely on online job platforms such as Indeed, Monster and Craigslist to get the word out about open positions. That's good, but the problem is but you don't always get the most qualified candidates from these places.

Think about it: A players are always in high demand, so it's not surprising that many if not most of them are already employed. Instead of only advertising to people who are looking for jobs, you should find ways to attract A players who may or may not be actively looking for other opportunities.

Here's how you can do it:

TAP INTO YOUR NETWORK:

Ask the top performers in your company if they have any friends, family, or ex-colleagues they think would be a great fit for the position(s) available. Do the same with your best customers, your best partners, your best suppliers and so on. This has worked wonders for us, as A players LOVE working with other A players, and would do anything to recommend people like them into your business. And, the last thing they would do is to ruin their own reputation by recommending someone that's not great.

RUN TARGETED FACEBOOK ADS:

The ads should be seen by people who are likely to be a good fit for your open position. You can reach out to a highly specific group by tweaking your targeting settings - narrow down your audience to people who live in a certain region, fall within a particular age range, and share a specific interest. For example, if you're looking for a marketing manager, target people who have expressed an interest in Jon Loomer or Neil Patel (both marketing gurus, if you haven't heard of them). This way, you can quietly broadcast your available opportunities to potential quality hires who might be currently employed.

I would recommend testing both approaches to see what works better for you, and then double down on the approach you found most effective.



A man with dark hair and glasses, wearing a white button-down shirt, is looking down and writing on a notepad with a silver pen. The background is slightly blurred, showing what appears to be a bookshelf.

STEP 2:

Use the Blue Sky technique to turn your job post into a talent magnet

Once you identify which avenue you will use to target top performers, write the job post.

The biggest mistake a lot of entrepreneurs make is treating a job post as a 'job scope dump'. What do I mean by this? Simply listing down your requirements on a job post will turn off A players - it takes a lot more to convince them to apply.

To truly attract top performers, your job post needs to be an ad by itself. It should sell your company vision, as well as how amazing your office environment / team culture / job perks are. I call this the Blue Sky technique, because you want to show them what a world of difference it is when they join your company, instead of your competitors.

HERE'S HOW I DO IT:

For the introduction, write like how you would talk, but make it concise: *"Garage door sales superstar needed. Salary plus commission. Don't apply unless you are an overachiever and can prove it. Do you have what it takes to build an empire within our company? Background is not relevant. We're looking for winners. You either have the right stuff or you don't."*

Then, insert the job scope here, and elaborate on the job perks - *"Our employees are constantly complaining that they have to watch their weight because we provide them with delicious (and free) meals. On Friday nights, we pow wow at our rooftop for a beer and a spot of karaoke. Last but not least, all our employees also get flexible benefits - so if you don't spend anything on medical bills, you can put that cash towards renting a villa in Bali for your year-end vacation."*

Last, create qualifying tasks that will help you filter out applicants. These are specific instructions for your candidates (such as “Please attach a writing sample with your application” if you’re hiring a writer, or perhaps “Please include your best sales tip in your application” if you’re hiring a salesperson.)

You’ll be surprised at how many applicants would simply send in a generic cover letter and resume, despite the qualifying task(s) stated on your job post. Eliminate these applicants right away: if they could miss even such a detail, then how do you expect them to do the actual job well? .

For example, marketing and business coach Ryan Levesque instructs all his candidates to go to a specific website to take a typing speed test, before sending him the URL for their typing speed results. This allows him to evaluate how well his candidates can take direction, and whether they hold themselves to a high standard. He explains his thinking here:

“If someone posts “79 WPM,” I know they haven’t followed the instructions to the letter. I’m specifically asking for someone to type in the URL with the screenshot of their results from this specific test... (I’m also) interested in the combination of someone’s score and the number of mistakes they’ve made. I know that if someone types 65 WPM with 4 mistakes, they took the test ONCE. But if someone has 90 WPM and no mistakes, I know they took the test 5 or 6 or 7 times, to give me their absolute best result. And that’s the kind of person I’m looking for. I am looking for someone who never settles for anything less than the best, that has high expectations of themselves.”

Now that you know the dos and don’ts of writing a job post, go ahead and draft your post for one of your open positions. Here’s a fill-in-the-blanks template you can use right away:

JOB POST TEMPLATE

Looking for (this specific role) because (insert reason why you’re hiring)

Here’s what we are about: (insert company vision and background)

For this role, we’re offering a salary of (insert salary range) depending on experience, with the following benefits: (insert benefits)

To apply, send in your resume and cover letter to (insert hiring manager’s email address) with (insert qualifying task)

STEP 3:

Create a scorecard to pinpoint the best candidate for the job

A job description is not enough to give you an understanding of what a A+ hire would look like. What you need to do is create a scorecard, i.e. a document that would detail the mission of a particular position, the outcomes that the employee is expected to achieve, and the competencies needed to excel at the job.

A well-defined scorecard will give you clarity on which of your job candidates is the best fit, and help set the right expectations on both ends. For example, if you were hiring a Vice President of Sales, your scorecard might look like this:

MISSION:

To double our revenue over four years by signing large scale contracts with industrial customers. To coach salespeople and train them to increase success rates by 9% within six months.

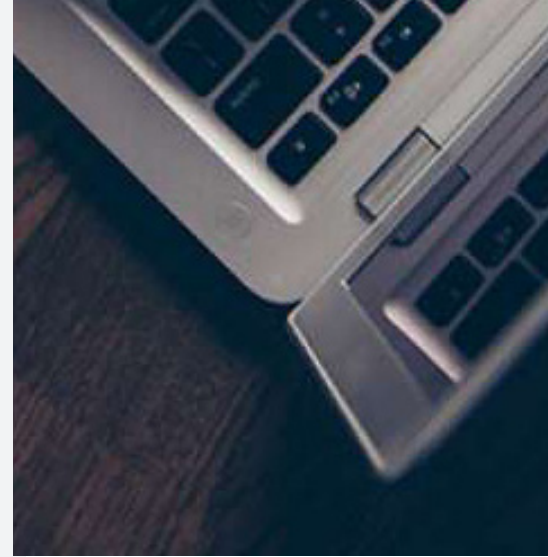
OUTCOMES:

- ✓ Grow revenue from \$20 million to \$40 million by end of year four
 - » Increase number of national industrial customers 25% year on year
 - » Increase average revenue from industrial customers 10% year on year
- ✓ Increase EBITDA margin from 8% to 16% by end of year four
- ✓ Topgrade and streamline sales team by end of year one
 - » Hire top tier Director of Sales by end of year one
 - » Fire sales reps who consistently fall short of quotas by end of year one
- ✓ Deliver monthly forecast reports with 85% accuracy
- ✓ Implement training scheme for sales team by end of year two



COMPETENCIES:

- ✓ Has experience leading large teams (50 pax and above)
- ✓ Familiar with Hubspot CRM
- ✓ Hustler who will not stop unless success has been attained
- ✓ Has proven sales track record and testimonials



SCORECARD TEMPLATE

MISSION:

To achieve XYZ outcomes in this role

OUTCOMES:

- In 6 months, achieve X outcome
- In a year, achieve Y outcome
- Long term, achieve Z outcome

COMPETENCIES:

- (Insert technical skills that will enable them to achieve XYZ outcomes)
- (Insert personality trait that will enable them to achieve XYZ outcomes)
- (Insert desired experience that will enable them to achieve XYZ outcomes)



STEP 4:

Interview and screen candidates multiple times to find the true gems

Once you have the job post and scorecard, start sharing the job post out to your professional and personal networks, as well as the avenue you identified in Step 1. After you shortlist candidates who applied to your position(s), it's time to interview.

Now, the last thing you want to do is have general questions that only serve to confirm your first impression of the candidate. Instead, design a series of questions that will test the potential hire on multiple levels, so that you will be fully confident when making the final decision.

When it comes to interviewing, here's what I have found that works best overall:

- » Don't let your candidates get away with generic replies - always ask for elaboration and specific examples.
- » It's fine to interrupt if your candidate is getting off track.
- » If it's obvious that your candidate isn't suitable for the position, don't be afraid to cut the session short.

With these tips in mind, here are some great questions which will get you started!

SCREENING QUESTIONS

With these questions, you're looking to dive deeper into your candidate's background and understand their working styles.

- » What are your career goals?
- » What are you good at professionally?



- » What are you not good at professionally? (If your candidate gives a politically correct answer such as “I work too hard”, tell them this sounds like a strength to you, and push them to tell you what their real shortcomings are).
- » Who were your last five bosses, and how will they rate your performance from 1-10 when we speak with them? (Use the term “when” and not “if” to motivate honesty).

TOPGRADING QUESTIONS

Go through this list of questions for each company your candidate has worked at; this will help you see if he or she is a top performer in previous jobs.

- » What were you hired to do? What was your KPI?
- » What accomplishments are you the most proud of?
- » What were some low points that you encountered?
- » Who was your superior, and what will he/she say about your performance? (Ask your candidate to spell out this person’s name, so it’s clear that you are intending to call this person to fact-check).
- » Why did you leave your job? (To dive deeper, also ask: how did your company perform as compared to its previous year? How did your performance compare to the company’s expectations? How did your performance compare with your peers?)

Here’s a hot tip: If a candidate is somehow not sharing the full story of how he or she achieved something, simply ask ‘tell me more’. Then, shut up and listen to what your candidate has to say. It might be awkward to stay quiet as an interviewer, but you want people to feel pressured, so that they open up about what they actually did during that situation. This will tell you if they actually deserved the credit they claimed earlier --- or not.

FINAL INTERVIEW QUESTIONS

In this final interview, let your candidate know that you’d like to speak about a specific outcome or competency (for example, cold calling or leading a team.) This will help you assess his or her critical thinking or problem solving skills for the role. Some good questions include:

- » What are your biggest achievements in this specific area throughout your entire career?
- » What are your takeaways from the mistakes you’ve made in this specific area?



QUESTIONS FOR YOUR CANDIDATES' REFERENCES

Once you're done with your candidate, it's time to call up their references to hear from them.

- » In what context did you work with the candidate?
- » What were the candidate's biggest strengths?
- » What were the candidate's biggest weaknesses?
- » How would you rate the candidate's performance on a scale of 1-10? What specific part of his/her performance warrants that rating?
- » The candidate mentioned he/she struggled with this certain aspect of the job. Could you tell me more about that?
- » Is this candidate eligible for rehire in your company?

Once you're done asking these comprehensive questions, you're all set. By then, you will have narrowed down your list, and are able to evaluate your top picks based on the scorecard you've created.





STEP 5:

Test your candidates in the field before hiring them officially

You wouldn't dream of buying a car without giving it a test drive first right? So, why should you hire someone before knowing whether they can perform or not? Before hiring officially, get your hires-to-be to go through a month long paid testing phase. This will allow you to assess their skillsets in the field, and prevent hiring someone who just looks good on paper but can't actually deliver.

Here's how I would structure the test month:

FIRST WEEK

In their first week, pair your candidates up with a highly experienced team member who can show them the ropes. (If you don't have other employees, just work with your candidates directly.)

SECOND WEEK TO FOURTH WEEK

Get them to work on their own, while still monitoring their performance.

AT THE END OF THE MONTH

Revisit on your scorecard and gauge if your candidates have actually provided value to your company or not. Other than looking at the results that they've managed to achieve, chat with your team to see whether this candidate is a good culture fit.

At the end of the month, you'll be able to make an informed decision.

Final thoughts on hiring

Congrats, you've made it to the end of this guide!

I've hired over 200 employees for my company, and what I've just outlined above is the exact process I use to make sure I recruit A players every time.

It all boils down to this: never, ever compromise when it comes to hiring.

If you settle for less, and hire someone who doesn't have all the skills and qualifications that you need, you are killing the growth of your company.

So, spend as much time as you need to hire the best people for your business. It might take more time, but it will be the best investment you can make for your business. If you have any questions, shoot me an email at tommy.mello@homeserviceexpert.com and I will reply you personally as much as I can.

