

## ***How to Build a Frontline That Beefs Up the Bottom Line***

If your organization is going to succeed in today's hyper-competitive, economically uncertain, turbulent times, there is one critical task that you and your managers must get right – how you attract, hire and retain great employees. Let's face it, making the wrong hiring decision begins a cycle of frustration that results in poor customer service, demoralizes good employees, costs lots of money, and just makes everybody's lives MISERABLE – especially yours! And, worse still, every wrong hiring decision has the potential to irreparably damage both your brand and your organization's reputation..

In this fast-paced, engaging session, your hiring managers and owners will learn lots of take-home information and ideas that will make their jobs easier and take the guess work out of hiring and retaining great people. In addition to the following benefits, they will also learn how to attract the right applicants, how probe more deeply to uncover the real person, as well as how to avoid the whiners and retain the winners:

- The 5 key questions you need to ask before you hire anyone
- The #1 most over looked source of great, proven employees
- How to make your employee referral program really work
- The most important question you need to ask every applicant
- Why hiring “good” employees isn't good enough any longer
- How to make sure you hire a great (not just a good) employee
- How to take control of the interview and get the truth out of an applicant
- How to use tools, not time, to make better decisions (and lots of these tools are free)
- The #1 way to reduce turnover by 20% without spending any money
- What every employee wants out of a job no matter what generation they are
- The #1 motivator in this country and it doesn't even cost any money
- And lots of other neat, easy to use stuff

### **SPEAK!**

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