



High Profit

TRADIE

Technical & Trades Businesses

Our 5 Top Tips To

***HIRING THE BEST
TRADESMEN***

With **HUGH BOWMAN**

www.actioncoachgeelong.com.au

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GEE LONG

My Main Goal

TURNING TRADES & TECHNICAL EXPERTS INTO PROFITABLE BUSINESS OWNERS

Over the past 9 years I've help trade and technical businesses improve in the main key areas of business that includes time management, team improvement and running a profitable business.

One of the most challenging areas in business is recruiting great staff that contribute massively to the success of your business. A major part of the recruitment process is attracting the right people from the get go saving you time and energy so you can focus on business growth.

This download goes through the five major areas you need to focus in on to recruit solid employees that will help with your business goals.

I hope this download gets you on the right track

Hugh Bowman - Business Coach



TIP #1

How Attractive Is Your Business?

Attracting great staff in a competitive environment can be down to how well you are perceived as a company and employer. Its the old adage “what looks good, is good”. From an outsider looking in how attractive is your business to work for?

- Do you stand out compared to other trade businesses in your area. How high are your standards of operation and service?
- Are your existing staff wearing your branding? Is your website and social media presence credible? Do your vehicles look clean, tidy and branded properly?
- Do you fully understand what may attract great employees such pay rates, flexible time off, tool allowance, phones, leadership responsibilities or future opportunities.
- Ask your existing staff why they like working for your business and who do they know that might be interested.



TIP #2

Clarifying Your Expectations

Clearing describing your expectations as an employer in a thorough job description will weed out unsuitable applicants for your business and assist with dispute resolution.

- In every role within your business a job description is key to productive employees both on the tools and in the office.
- Your job description should not only include the skills and experience but also key performance indicators. How you expect your employees to perform with what criteria and how they will be monitored and reviewed?
- You need to include everything in your employment contracts so employees have a clear understanding of your expectations.
- If you come from a position of clarity then this will work across your business for everyone and help you discuss performance issues as they arise.



TIP #3

Systemise Your Recruiting

Having a hiring process saves you time and reduces the risk of employing the wrong person for any role within your business.

- Do you have a recruitment system with a flowchart, steps and templates so that someone else in your office can run right up to the time you are face to face with candidates? The process should take less than 4 hrs of your time if run well.
- Do you have a questionnaire to find out about their background and motivation to join your company? This has a double benefit of helping you ask better questions of them and also forcing the candidate to elaborate on why they would be a good fit and appropriate to join your company.
- Do you include staff in the process? At the end of the day, they will be working with them and they will train them in many of the company processes.



TIP #4

Job Advertising Excellence

Writing a compelling job advertisement is a challenge if you haven't had much experience with enticing copy. Here are a few tips to get you started.

- The most important start to any kind of job advertising is a compelling headline. A headline draws interested tradies to your advert so its vital it stands out immediately. Your headline needs to include issues that tradies find important , great pay, challenging work, solid team and so on.
- Remember when hiring new staff attitude is everything so you need to list the personal attributes to reflect this. Tradies will be attracted to your business if they feel they share the same values.
- List the important benefits of working for your company and use technology such as video to give a real insight into who you are, your work culture and your stands of operation.
- To save time and unnecessary phone calls make sure you explain the application process in a prepared email when anyone makes an inquiry.

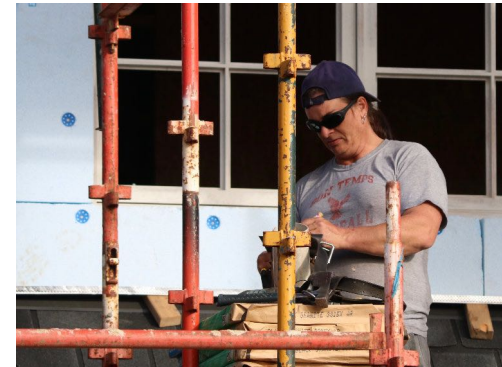


TIP #5

Advertise Everywhere

You can never be certain where great staff come from so it pays to advertise your job everywhere both online and offline.

- There are a plethora advertising opportunities to advertise your job requirements including Facebook, LinkedIn, Seek and Indeed.
- Ask clients, current staff, your existing database of suppliers, use local newspapers, vehicle signage as well as giving tradies the opportunity to apply for the role on your website.
- You could even use a \$1000 referral fee as an incentive
- The more places you advertise the bigger pool of talent you get to communicate with and the more selective you can be with hiring.



Great Clients

DA BERETTA PLUMBING



Hugh has been with us for 2 years and our profits have grown by 50%

We needed to better manage our scheduling, quoting and job management and get our five staff members up to

speed on this side of the business.

After much evaluation we selected a cloud base solution specific to the trades that includes customisation for individual clients covering job site information, OH&S and job reporting, scheduling and future quotes

Hugh guided us through the implementation and staff training so my work load decreased in this area dramatically and our operations have become considerably more streamlined. This led to five more additional staff members being employed.

Chris Berretta - Owner

OTWAY PRECAST



We've been with Hugh for the past 6 years and amongst many things have tripled our staff and quadrupled our revenue.

Hugh has also helped us expand our factory (with new offices) and guided us through the purchase land for a new, customised factory in the future..

He has also helped us implement job management, recruitment, quoting and time sheet systems where as before there was utter chaos.

We now have a full management team including me, an estimator, project manager, and operations manager.

Tim Reinen - Managing Director

Great Clients

BW COMPUTERS



I needed help with growing my business and managing contractors with technical training and customer service.

Hugh has worked with me to expand my business significantly over the past 2 years. We recently purchased another business negotiating favourable repayment terms. This has led to employing four more staff and has seen our sales triple.

We are also in the process of changing the business model to improve service levels and increase profits. This has given me the confidence to move forward and grow the business into the future.

Barry Jason - Owner

TRICKEY BROS (formerly Lorne Plumbing)



We cover all aspects of commercial and domestic plumbing and also wanted to work up to making excavation 50% of our business.

This required extensive equipment purchases and more financial obligations. Hugh help us work through this and also included restructuring the company and rebranding.

We were able to find and purchase ideal machinery that was immediately put to use and paying for itself. This also opened up new opportunities that we hadn't even predicted. In the first 14 months with Hugh we increased sales by 30%.

Boe & Shane Trickey - Owner

Great Clients

GEOTEST CIVIL



I bought this 10 yr old profitable business as an ongoing concern and could see a great future ahead. My main issue was working long hours

and not having clarity to grow the business further.

Over a period of time Hugh helped me set goals, work strategically and create a business plan that we are utilising today.

This included hiring higher qualified staff to take some of the workload, some investment in equipment, and improvement in many business systems.

Rob Bennett - Owner

STAWELL PICKERS MARKET



Hugh helped us focus in on this business as we had neglected it due to other business commitments. The primary goal was to clean up the financial

accounts so we could understand viability, break even, and set budgets. We then looked at reducing costs marketing, building leases, and internal tenancies.

We also analysed the performance of their internal tenancies and found some underperforming so took back control of them.

In the first 3 months we could turn an unknown performing business into one we could predict it as viable, understand its breakeven, have budgets for sales, and pull on many levers to improve profitability.

Peter & Anthea Perry - Owner

Great Clients

NATHAN BENNETT ELECTRICAL



We have been with Hugh for a few months now and seen productivity massively improve at approx 20% under estimated hours on jobs.

Hugh highlighted that we should focus on productivity. We have changed the format of our toolbox meetings and got everyone engaged in discussions. Topics covered included direction of business, individual goals and accountabilities.

We also implemented an app based job management program and have already identified very significant improvements in purchasing and productivity.

Nathan Bennett - Owner

How Is Your Business Going?

Trade and Technical businesses that come to me fall into one of five groups:

#1

Tradies who are just starting out and acknowledge they need help with growing their business, understanding the financial side and need to know how to hire good competent staff.

It's great getting a business coach at this point to avoid some of the major issues I mention below. These guys definitely don't want to make rookie errors.

#2

The next group are working hard (60-80 hrs a week) in their business, AND have ever growing family responsibilities. These guys are a bit brain fried with being so busy and are on the road to burnout. Business owners in this situation can only plan 1 day or week ahead and feel like the business is running them.

#3

The third group are tradies who are excellent at their work and have no problem winning projects. They have built the business up to 10 guys but couldn't manage it that well, they weren't making any more money, and had a whole lot more stress. They end up scaling back down to 1 or 2 guys. Could this be you?



Where Are You?

#4

This group of business owners have grown their business but have been burnt badly within the first three years by losing a big chunk of money normally between \$50 - \$200K. Usually the losses occur through a customer not paying or the customer going bust, poor quoting, or taking on a much larger job compared to previous work and not knowing how to manage it adequately.

#5

The last group are businesses that are doing well with great staff but want to grow by taking on larger projects or increase their service offering. This could also involve property acquisition for factories/warehousing or large equipment investments as well as expanding staff numbers dramatically. Although successful they lack the confidence and direction to exponentially grow and need guidance every step of the way.

If any of these resonate with you then contact me today for a **quick** 15 minute phone call to see if I can help you or text and I'll call you back. There's no obligation or commitment of any kind let's just see if I can help with your business success.

Remember there are always answers.

I look forward to hearing from you

Hugh Bowman | Business Coach | Ph: 0409 402 474



*I never worry about
action, but only inaction.*
~ Winston Churchill