

Technician Recruitment: Best Practices for Hiring & Retaining Top Talent





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WORKSHOP OVERVIEW

Objective: Equip dealers with effective strategies for recruiting, hiring, and retaining top technicians in a competitive market.

Topics Covered:

- Understanding the technician shortage and its implications
- Best practices for recruitment and hiring
- Retention strategies to keep top talent engaged and satisfied





THE CURRENT TECHNICIAN SHORTAGE

CAUSES OF THE TECHNICIAN SHORTAGE

Key Factors Contributing to Shortages:

- An aging workforce, with many technicians nearing retirement.
- Competition from other skilled trades that may be less demanding physically.
- A lack of awareness among younger generations about the opportunities available in the RV field.



IMPACT OF SHORTAGE ON OPERATIONS:



- Increased service wait times can damage customer relationships.
- The inability to meet service demand can lead to lost sales and revenue.
- Difficulty in maintaining quality service standards when understaffed.



LEVERAGING DIGITAL PLATFORMS

EFFECTIVE TECHNIQUES TO ENHANCE RECRUITMENT

- Utilize digital platforms and social media to widen your reach.
- Build strategic partnerships with local educational institutions.
- Enhance your dealership's employer branding to attract candidates.



DIGITAL MARKETING TACTICS

- Implement social media campaigns to target potential candidates.
- Use search engine marketing to improve visibility and attract applicants.





CRAFTING COMPELLING JOB POSTINGS

Best Practices for Effective Job Descriptions:

- Clearly outline the roles, responsibilities, and expectations for each position.
- Highlight unique aspects of your dealership, such as training opportunities, culture, and benefits.



SAMPLE JOB POSTING HERE

Opportunity and position information: \$\$sign-On/Relocation for experienced Techs with drivability/electrical skills. Great opportunities for all other Techs as well and we are e\$pecially interested if YOU have experience. We offer:

- 5 day work week
- NO Saturdays or Sundays, our Techs make great pay without cutting into family or personal time
- Modern shop
- Well-maintained equipment
- Plenty of room and lifts for our Techs
- Well-lighted work areas
- All the latest software, Wi-Fi and/or Computer terminals in our facility
- Professional Service Advisors and Parts Counter personnel that respect our Techs
- \$\$sign-On/Relocation for the right Techs, contact us for details!



IMPORTANCE OF EMPLOYER BRAND

- How candidates perceive your dealership plays a crucial role in recruitment.
- Use testimonials and success stories from current employees to attract talent.

Showcasing Culture:

- Share videos or images that depict team events, training sessions, and employee testimonials.



STEPS TO ENHANCE EMPLOYEE RETENTION:

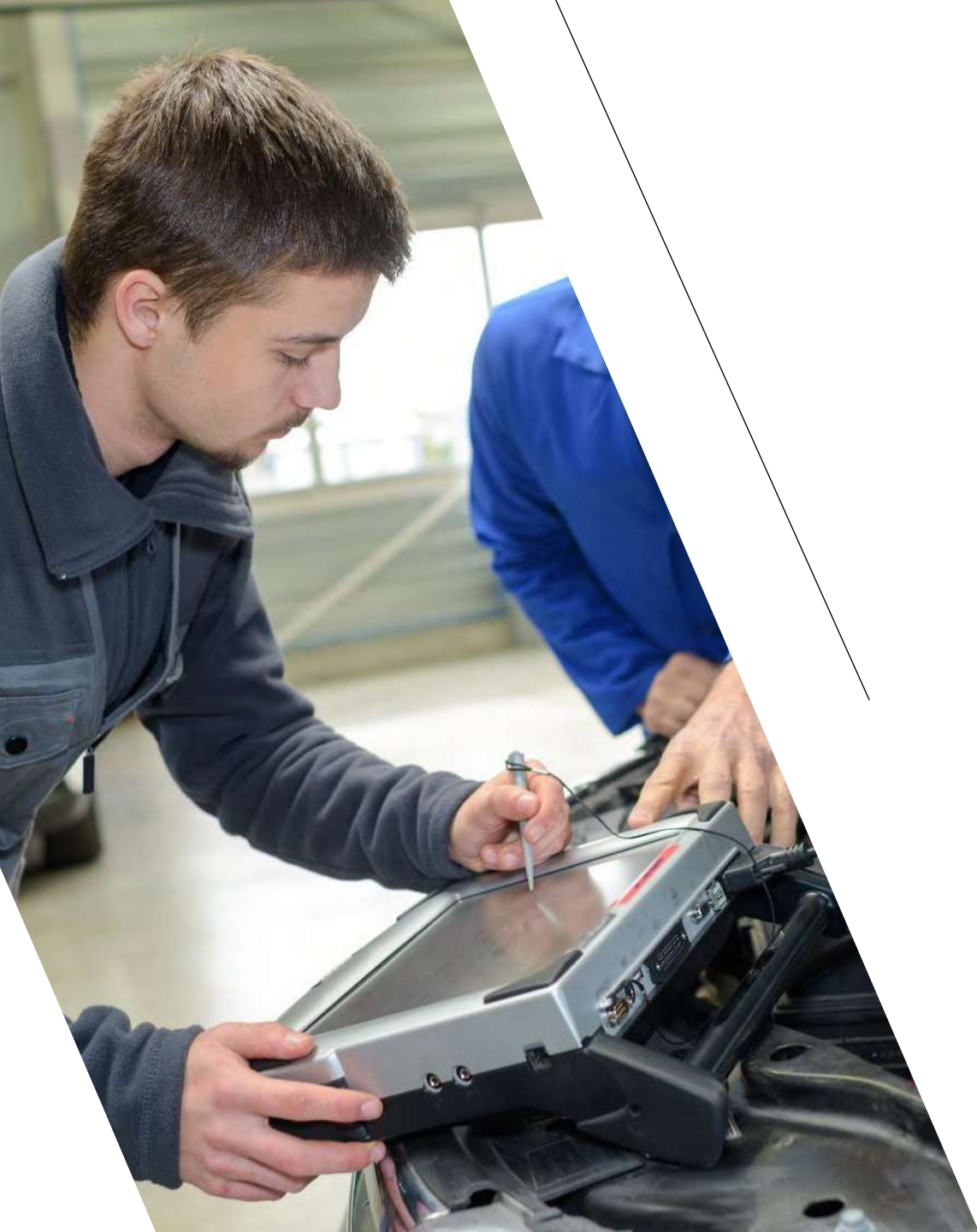
- Establish ongoing training programs and mentorship opportunities.
- Create a supportive culture that prioritizes employee well-being.



RECOGNITION BANNERS

- Recognize top performers
- Give recognition on a monthly basis





COMMUNICATION BETWEEN TECHNICIAN AND SERVICE ADVISOR

It is important to train Service Advisors to write a better RO will improve the process





ASK THE QUESTION

If there is just one thing that I could do for you to make your job more enjoyable and more productive what would it be.



CREATE AN EMPLOYEE COUNSEL

- Counsel will meet with owner or GM
- No managers
- One person from each department
- Meet once a month and each department representative can bring any topic up for discussion





IMPORTANCE OF ONGOING TRAINING



TECHNOLOGY IS CHANGING

Ongoing training is a necessary because the industry is constantly evolving with new technologies and diagnostic tools.



VENDOR AND EQUIPMENT

Regular training should be provided on the equipment in the service department

All new employees should be trained on the equipment



FINANCIAL BENEFITS

One of our dealers shared with us how they have increase profitability due to increased sales of front-end alignments due to the teams training on the equipment





CREATE A CAREER PLAN



GIVE THEM A PLAN FOR THEIR FUTURE

Build employee loyalty and retention.



APPRENTICE PROGRAM

- Pass knowledge to younger technicians
- Tool reimbursement program
- Compensation plan for the mentor



IMPLEMENTING A TECHNICIAN APPRENTICE PROGRAM

Step 1: Establish Program Objectives

Step 2: Recruitment and Selection

Step 3: Mentorship and Training

Step 4: Career Progression

Step 5: Continuous Improvement





MANAGING FOR SUCCESS

PERFORMANCE MANAGEMENT STRATEGIES



Effective Management Techniques:

- Implement regular performance reviews that include goal-setting.
- Ensure feedback is constructive and tied to career development opportunities.



IT'S A TEAM EFFORT

Your ability to communicate effectively will leave a lasting impact on your team

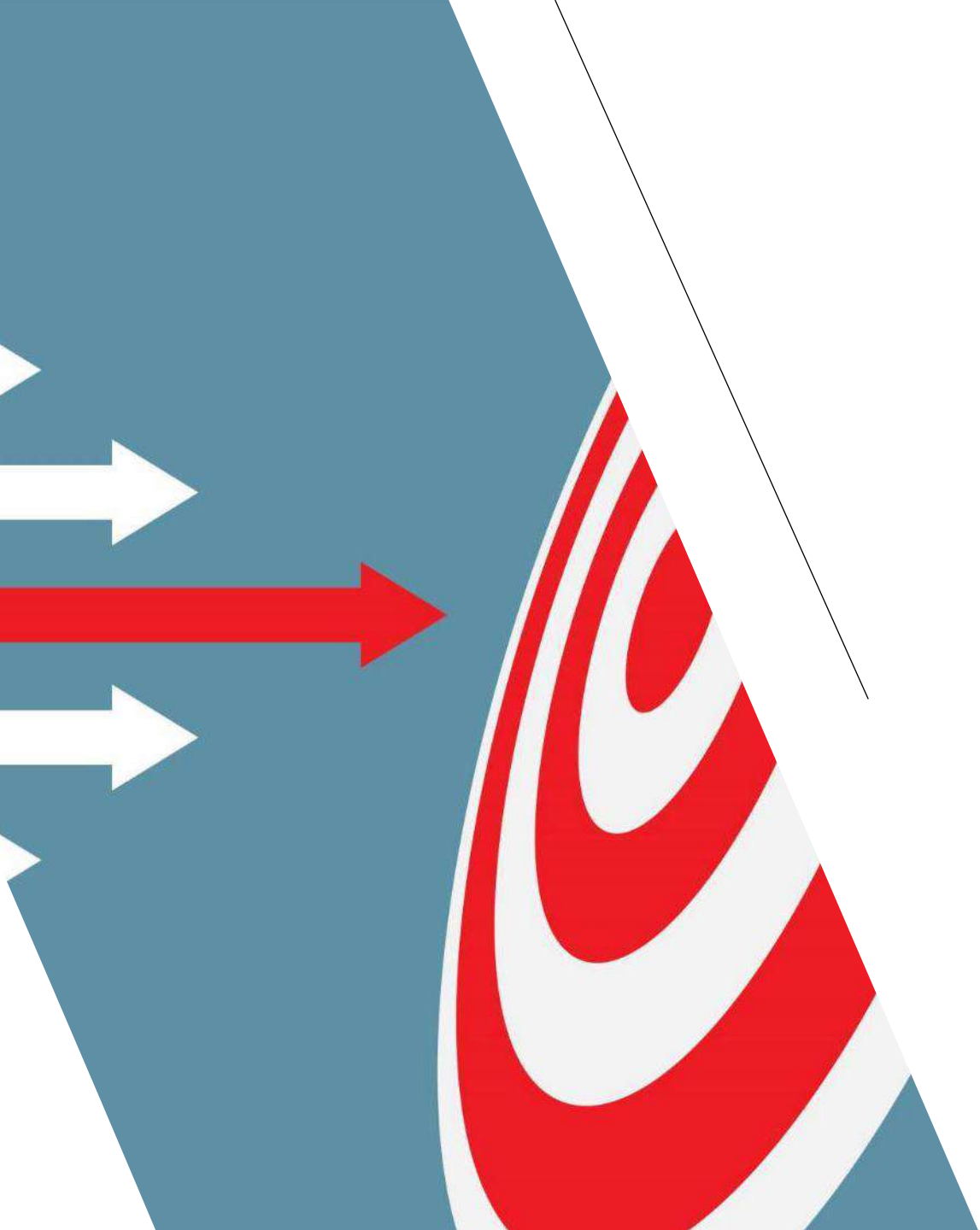


BUILDING TRUST

It starts from the top and transfers
Through the entire team.

This trust is then conveyed to the customers





HELP SET GOALS

What is their BHAG?



THANK YOU

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