

# HIRING KIT:

HOW TO APPLY LIFECYCLE MARKETING TO HIRING



In this kit, learn how to clearly define and attract the right candidate, sell and inform them of the opportunity at your company, and wow them through on-ramping and retention strategies.

# ATTRACT THE RIGHT CANDIDATE

## INFUSIONSOFT JOB DESCRIPTION

<ROLE NAME>

*Start out with engaging copy introducing the company and the role.*

### The Work:

- 1. Use this space to outline the high-level duties in the role.*
- 2. Use this space to outline the high-level duties in the role.*
- 3. Use this space to outline the high-level duties in the role.*

### Responsibilities:

- Daily tasks needed to perform the duties of the role.*
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### Expertise:

This is an opportunity to call out **specific expertise** needed to execute the role, for example:

*“We realize we likely need someone with x, y, and z. You’ll also likely be able to hit the ground running faster with a <blank>.”*

## WHERE TO FIND THEM?

- |                     |                           |
|---------------------|---------------------------|
| ♦ Facebook Groups   | ♦ Referrals               |
| ♦ Craigslist        | ♦ Indeed                  |
| ♦ Twitter           | ♦ LinkedIn Network/Groups |
| ♦ Monster           | ♦ ZipRecruiter            |
| ♦ Industry Meet-ups | ♦ Simply Hired            |
| ♦ The Muse          | ♦ Glassdoor               |
| ♦ Start-up Hire     | ♦ Job Crank               |

# SELL AND INFORM THE CANDIDATE

As an entrepreneur, you have a vision, but how do you hire people to help contribute to that vision? Complete this worksheet to help identify your unique employment brand.

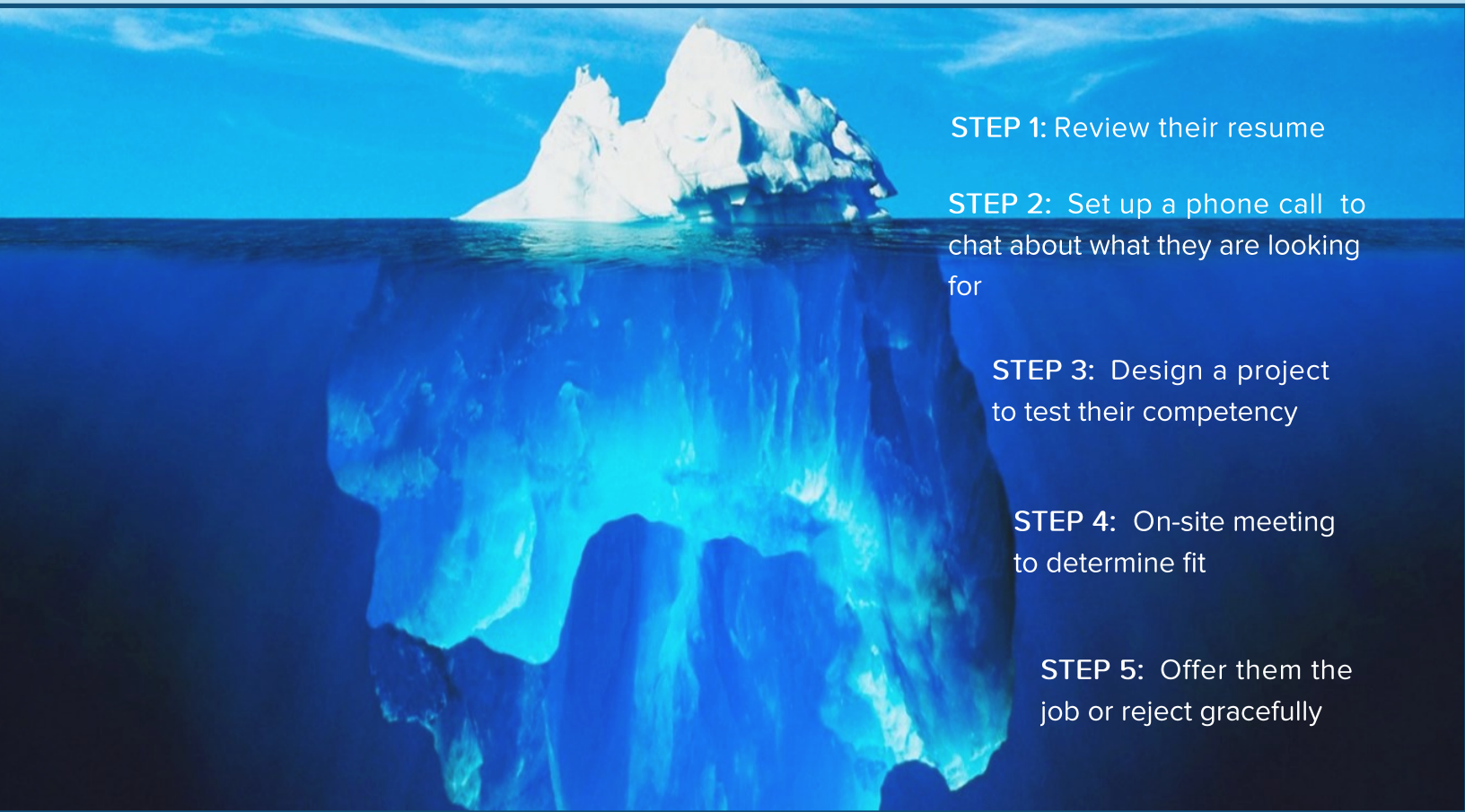
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**Why would someone want to come work for you?** (Think in terms of your company, your leadership, the role, and the team.)

**What sets you apart from other employers?** (Why is this a career-making move?)

**How can you communicate the rewards and incentives unique to your company?** (Highlight the perks and benefits you offer as an employer.)

# INTERVIEW PROCESS



STEP 1: Review their resume

STEP 2: Set up a phone call to chat about what they are looking for

STEP 3: Design a project to test their competency

STEP 4: On-site meeting to determine fit

STEP 5: Offer them the job or reject gracefully

## SAMPLE INTERVIEW QUESTIONS AND PROJECTS

- ◆ If you could design your next opportunity, what specifically would you create and why?
- ◆ In what type of environment and culture do you perform best?
- ◆ What project have you worked on that is most similar to this role? Walk me through that.
- ◆ What are you working to improve right now?
- ◆ Talk to me about an accomplishment you had recently. What was the impact of that?

- ◆ Conduct a mock sales interaction via phone or face-to-face to test candidate's sales skills.
- ◆ Ask candidate to solve an escalated customer-service issue.
- ◆ For technical roles, ask the candidate to complete a task similar to what they would do in the role. For example, if hiring a marketing professional, ask them to complete a go-to-market strategy proposal for one of your product or services.

# WOW YOUR NEW HIRE!

## Successful On-Ramping and Retention Strategies

### SAMPLE ON-BOARDING SCHEDULE FOR 90 DAYS:

#### CONNECT WITH LEADER

- ◆ Schedule weekly syncs with your new hire
- ◆ Explain how their role contributes to the big picture of the company
- ◆ Clearly define goals and expectations

#### CONNECT WITH TEAM

- ◆ Coordinate a lunch with your new teammate
- ◆ Divide role-specific training to different team members deemed as subject matter experts
- ◆ Organize a team-building activity

#### CONNECT WITH CUSTOMER

- ◆ Arrange an opportunity for your new employee to shadow a tenured employee during a customer-interaction
- ◆ Empower their ability to interact with the customer and connect to your business
- ◆ Ask for “fresh-eyes” on one area the customer experience that could be improved

## ON-RAMPING TOOLKIT:

Successful on-ramping is key to retention. *Companies with a standard onboarding process experience 50% greater new hire retention.* Utilize these questions to understand your new employee’s motivations, goals, and ambitions.



What can we do to multiply your talents to help you achieve your greatest results?



What is a dream that you’d like our support to achieve?



What are the most important things in your world?



What competencies are you actively working on building?



What would it take to keep you here for the next 10 years, such that there is nothing else you would want to do?