

“In This Issue: People Are NOT Your Most Important Asset”

Test for Success
Tools, Tips, & Techniques for Avoiding
Hiring Mistakes and Developing People
From Helm and Associates, Inc.
And Kurt Helm

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People Are NOT Your Most Important Asset
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What’s wrong with the expression, “People are your most important asset”? Well, take a quick look around your company and you will spot the fallacy. Remember in the book, “Animal Farm” how, “...all animals are equal, but some animals are more equal than others.”

In this country, we are all equal in the eyes of the law, or so the Constitution says. There are some people who would argue that the reality of that grand statement doesn’t always live up to what the founding fathers intended. Be that as it may, while we all have intrinsic worth as human beings and we are equal in our rights before the law, we are decidedly not equal in terms of talent, work ethic, motivation, dedication, smarts, values, personality characteristics, physical appearance, and on and on.

This inequality results in the harsh fact that people are not all equal in terms of their value to the company. Relative to the job that they are doing, some people are more talented, harder working, more dedicated to doing the best job they can do, more motivated, more savvy, better educated, etc., than others. As a result, they produce more of the company. They solve more problems. They create fewer problems. They have better relations with co-workers, bosses, customers, etc. They come up with better ideas and do so more often. They are the RIGHT people for the job they are doing. These people are the most valuable assets your company has.

RIGHT people are not clones of one another. RIGHT always begs the question, “RIGHT for what job?” The person who is RIGHT for an outside sales position may not be the best candidate for a sales manager position. Why not? Because the two different jobs have different sets of requirements for whoever fills them.

We want the candidate for the outside sales position to be energetic, outgoing, and thick-skinned, because an outside sales job requires a person with the stamina to get in and out of his car, walk through parking lots, climb stairs, and be effective in his presentation. And then have the energy to go back out and do it all over again, even if it is 4:30 in the afternoon of a long, hot day.

We want the outside sales person to enjoy talking with people, because this is going to be the way he will make sales. We don't want him to feel that “meeting and greeting” or “gripping and grinning” is an exhausting chore.

And we want our outside sales person to be thick-skinned in order to put up with the inevitable rejection and bad moods of his prospects and customers that are a part of selling.

On the other hand, a sales manager will probably spend a good portion of his day in paperwork, where a high energy level could be a liability. He will probably not have as much contact with people which, for an extroverted outside sales person, would be punishing. Two different jobs, two different RIGHT people to fill them.

When you hire or promote, wouldn't it be nice if you could hire or promote the RIGHT person for the job? Here are three tips for doing just that.

Tip #1: Don't get in a rush to fill the position. You've heard this before, but it bears repeating. When you are trying to fill a critical position, it is important to fill it as quickly as possible, but it is more important to fill it with the RIGHT person. If you get hasty, you increase the odds you will regret the haste.

Tip #2: Don't settle for “good enough.” Close is NOT good enough. Don't compromise on critical requirements in job knowledge, relevant work experience, or the right combination of personal characteristics. The one important thing you compromise on may come back to haunt you.

Tip #3: Don't forget to do your homework. Your candidate may have a sterling resume and interview great! Do you really need to have him complete a Performance Profile, run that background check and do the drug screen? YES! Interview impressions can be misleading and resume “enhancement” is widespread. Some of the best lousy-hire stories could have been avoided had the candidate completed the Performance Profile, the background check, and the drug screen. Don't skip the basics. If the candidate really is as good as he looks, the basics will conform it.

Remember, People are NOT your most important asset!

The RIGHT PEOPLE are!

To Hire the Best, Test!

To Reveal Management Potential, Test!

To Diagnose Problem Behavior, Test!

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