

FREE REPORT

How to Avoid the 10 Most Common Mistakes In Hiring Qualified Applicants

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Are you “recycling” your employees?

INTRODUCTION

You are about to discover how to avoid making the ten most common mistakes in hiring new employees!

Don't spend all your time and money to find those qualified people. Don't head in the wrong direction by making errors in selection! Get on the road to survival for your company!

Bad hiring decisions can be very costly. Hiring the wrong people cuts across production, and increases costs in training, and finally, increases the money you spend on recruitment.

When you hire a fully qualified employee, you'll find increased profit can be yours!

Even better, you can hire an employment agency to recruit your staff for you! Then you can easily avoid all the challenges and problems you could face in hiring. They know all the right things to do to get qualified people working hard for you. This will shoot your profitability towards the stars, saving you much time and money!

Call The People Link toll free at 1-888-773-0014 or visit us on the Web at www.thepeoplelink.com to find out more.

But what can you do right now to avoid the 10 most common mistakes in hiring qualified applicants?

If you're not doing the following completely, you're making some **BIG** mistakes!

Here's what you need to do, roughly in the order of the hiring process:

- 1. Create an Accurate and Complete Job Description**
- 2. Promote Your Job Opening in the Right Places**
- 3. Have a Pleasant Work Environment**
- 4. Offer Pay Commensurate with the Position**
- 5. Read a Resume Correctly**
- 6. Pre-qualify Your Candidates by Phone**
- 7. Conduct Proper Interviews**
- 8. Use Testing to Qualify a Candidate**
- 9. Obey the Law in Hiring**
- 10. Hire a Qualified Person Immediately**

We'll now cover the basics of what these points are and why they are important.

Please note: Throughout this report you will find references to an eBook with almost the same title "The 10 Most Common Mistakes in Hiring Qualified Applicants", that we have available for sale. The difference between this report and that eBook is that this free report is a much abbreviated version of that same eBook. They both cover the same material but the paid-for eBook has much expanded and detailed coverage of many topics. This is indicated in this free report where applicable.

1 - Create an Accurate and Complete Job Description



Not having a complete job description will hinder your ability to pull in the best person for the job you have advertised. It's important that you have one and that it is accurate. This is really the most neglected part of the hiring process. It is vital it is done and done right. When done properly, you will know exactly what attributes are required for the person you will be putting on this job.

What is a Job Description?

A job description is a written outline of the responsibilities and duties required for the open position. These will be based on the needs for the job as you see them to be. A job description is not required by law, but it is definitely a good thing to have in order to hire qualified people.

A job description is simply a clear and concise depiction of the duties and requirements of a job. But before you embark on writing your job description, you must do a job analysis to work out the essentials to put in your description.

Doing a Job Analysis First

Doing a job analysis will be the first and vital step in creating a complete and accurate job description. You are going to fully analyze and understand the job you need to fill. If you do a good job of analyzing a position, you will have a much faster and easier time writing the description.

With a good understanding of the position and what it requires, the job description will be able to get you the best match possible in an employee.

Steps of the Job Analysis

Doing a job analysis is a step-by-step process. You will take each job you want to fill and break it down thoroughly as to duties and the qualities needed from the person to perform the functions.

This is an outline of the steps to take:

- **Break down the job into sections**
- **List skills, abilities and/or knowledge needed for the function**
- **Identify the most important personal characteristics needed**
- **What training, education or experience does the person need?**
- **Summarize why the job exists**
- **Get others' input to ensure you haven't missed anything**

Each of these points takes specific expertise to fully accomplish. You can get further details by purchasing our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.

Writing the Job Description

Now, you have your analysis. It will be a simple matter of using what you have listed to write the job description. Your job description will concisely delineate the job and the exact requirements of the position in a way the potential applicant can understand.

Perhaps you feel this is going to take a lot of time and energy to complete, and perhaps that is right. But it is well worth the time spent. You are going to end up with a completely qualified person on the job. Don't treat it like some paperwork exercise. If you are going to communicate your needs and your expectations for the potential employee, you need an accurate job description. Don't let the day-to-day rush and the hustle and bustle and deadlines of the business stop you from doing one. Or, of course, you have the option of working with The People Link to get the perfect job description formulated as well as getting the right person matched with the position.

Here is one warning, however, to remember as you compile your description. You are going to be describing a job, not a person. You must not include any element that says the person must be of a certain race, religion or gender. You can't mention age or marital status. These are considered discriminatory and could get you in trouble. See Chapter Nine – Not Obeying the Law.

These are the points that must be included in the Job Description:

- **A Summary Description of Job**
- **Job Title**
- **Essential Duties**
- **Skills**
- **Special requirements**

- **Computer skills required**
- **Travel involved**
- **Education**
- **Experience required**
- **Certification/Licenses needed**
- **Hours**
- **Compensation**
- **Growth opportunities on this job**
- **Job Location**
- **Part-time/Full time**

You will find further clarification of the above points, including items you don't have to put in job descriptions as well as more pointers by purchasing our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" at

http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.

Testimonial from a client of The People Link:

We used The People Link very successfully recently, when we needed a Treasury/Finance person. Mya sent us a cheerful and competent gal who turned out to be more than we had hoped for. Mya really takes the time to understand exactly what your needs are and works to match this – and much faster than any human resource service I've worked with before. The care and efficiency factor demonstrated by The People Link is top notch. Thank you for the quality people Mya!

2 - Promote Your Job Opening in the Right Places



The second most common mistake is not promoting your job opening in the right places. If nobody knows about it, you won't get many, if any, applicants. Or if you post it in the wrong places, you get the wrong type of applicants. Therefore, you must place it where it will be seen – and seen by the right people, those potentially qualified to do the job.

Now that you have a great job description, you should be able to compile an effective ad to portray your company as a great place to work, thus making people want to apply.

All the time and effort you put into creating a perfect job description will be well worth it when you use it in the right places to find top talent for your organization.

Promote Your Position Widely

Now we'll look at the right places to promote your position:

- **Ask for referrals from current employees**
- **Use industry contacts**
- **Take advantage of telephone networking**
- **Post jobs on Craigslist**

- **Trade schools**
- **Trade groups and associations**
- **Association memberships**
- **Talk to university career centers**
- **Use Your Web Site**
- **Recruit Using the Internet**
- **Use Temp Agencies**
- **Publicity**

There are many details to be aware of on each of the above. Find out all you need to know by purchasing our ebook “The 10 Most Common Mistakes in Hiring Qualified Applicants” at

http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014.

You can also visit us on the Web at www.thepeoplelink.com to find out more.

Using Employment Agencies

Of course, special mention should be made of using employment agencies or professional recruiters. Below you will find all the benefits of using the professionals to do your recruiting for you.

Employment agencies and professional recruiters, like us here at The People Link, can be extremely beneficial in hiring the perfect qualified person. We have experience; we have names with listed qualifications. We have done the screening that can be so time-consuming. It's well worth your time to use recruiters for hiring of personnel.

Promotion Results

Once you have advertised the open position and have received resumes in response, don't neglect to keep in touch with all the applicants. Let them hear from you. Keep them on record. It will save a lot of time for future hiring.

And now you should have a large number of candidates to pick from. It is crucial you have as many candidates as possible, as this makes your choice easier in the end.

If you hired The People Link to get your ideal candidate for you, then you know the ease with which it can be done; with you just sitting back and letting the perfect employee come to you!

Get more information on how to promote your position by purchasing our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.

Testimonial from a client of The People Link:

We had a position to fill on an emergency basis in our office, which also happened to be a key position for which we had to screen applicants very thoroughly. The People Link provided us with a good selection of candidates to choose from, and we are very impressed so far with the person we finally hired. We would not have found this employee had it not been for the many contacts that The People Link has. I would recommend them to anyone who has a need for office personnel.

3 – Have a Pleasant Work Environment



If the working environment is an unpleasant one in which to work, you won't keep your employees, no matter how loyal they seem to be. And when you are hiring and the applicant comes in for an interview, they can pick up on the general atmosphere and will be able to tell if it's a place they would like to spend their days.

Make a Great Work Environment

The creation of a great work environment will help you hire and retain staff. With an enhanced work life, your employees will not only be happy, but you'll find your financial performance increases as well.

To avoid if you want a great workplace:

- ❑ **Duties and rules not clearly laid out**
- ❑ **Overbearing bosses**
- ❑ **Unreal demands**
- ❑ **Lack of statistics**

- ❑ **No benefits**
- ❑ **No chance of a future or career advancement**
- ❑ **No recognition for a job well done**
- ❑ **No games offered**
- ❑ **No bonuses or rewards for great production**
- ❑ **Arbitrariness**
- ❑ **Injustice**
- ❑ **No pleasant work space**
- ❑ **Unfriendliness between co-workers**

Review the points above and fix anything awry in your organization. You will be getting rid of much stress in the work environment, and you will be maintaining the good physical and mental health of all your staff. Productivity will increase and therefore profits. The opportunity is there. Take it!

Each of above factors requires care to fix or avoid. You can get further details by purchasing our ebook “The 10 Most Common Mistakes in Hiring Qualified Applicants” at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx. Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.

Testimonial from a client of The People Link:

I was just looking around our office and noticing how well everything is going – Brad is happy, the accountants are all happy (though very busy), the staff are all happy, I'm happy, and the office is the smoothest running, calmest, most upbeat place of business I have ever seen. Your service has played a very big part in this – I have gotten two very wonderful employees from you who have helped tremendously in making this company what it is. And the best part for me is, I don't have to wait to run an ad when I want someone, I don't have to call around and see if I can "dig somebody up", my office manager doesn't have to take a ton of phone calls, we just call you and you send us people to pick from. Keep up the great work, and as we expand we will continue to use your service.

4 – Offer Pay Commensurate with the Position



If you are offering too low a pay scale for the job you have open, you won't find many applicants. The ones who do apply at a low salary will possibly not be quality staff. The pay you offer must be commensurate with the position and skills needed.

Salaries depend on two different factors – the work itself and the geographical area. A manager position in a small town in New Mexico won't pay as much as a manager position in the San Francisco bay area. Most large companies know within a narrow range as to what a job is worth. You can't stray too far from this. Visit www.salary.com to gain further information about the proper pay to award your employees.

We know how to work out the correct salary for the positions you have open. You can get further details by purchasing our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants." Simply go to the link here to purchase:

http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014.

You can also visit us on the Web at www.thepeoplelink.com to find out more.

5 – Read a Resume Correctly



If you aren't correctly reading resumes that come to you from applicants, you could very likely miss out on some very qualified people. Don't let this happen to you!

There's a danger in just collecting a bunch of resumes, interviewing a few of what you think are the top candidates, then hiring someone. You could be passing up the ideal person for the job and hiring someone who isn't going to make it. You must realize that there are desktop programs for writing resumes, and these can make anyone look good on paper.

As you wade through a huge stack of resumes, you have to decide which applicants you want to interview. The most promising don't always stand out. The resume is only one small part of the individual. You have to keep this in mind as you scan through.

How to Read a Resume

Once you have received a number of resumes from applicants, you will first need to screen them. You will be looking at each resume against the earlier qualifications you established in the job description.

Here are the items to review to narrow your search:

- **Contact info present**

- **Objective**

- **Skills**

- **Education**

- **Experience**

- **Dates present with job stability**

- **Gaps in job history**

- **Computers skills match requirements**

Looking over each individual point above takes special knowledge on what to look for.

See full information on these points (as well as other things to look for, and how to categorize the resumes as you go) in our ebook “The 10 Most Common Mistakes in Hiring Qualified Applicants” which you can purchase here:

http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

We also have an eBook aimed at job seekers to help them create a winning resume and it contains more information and samples of resumes. You may find this useful in your day to day HR work: www.resume-ebook.com

Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.

Of course, the best course of action you can take, the fastest and most effective is to have The People Link do your recruiting for you, putting our years of experience to work for you.

Testimonial from a client of The People Link:

I've had very good success working with Mya. She helped ease the problem of finding good competent people. Plus she is a delight to work with.

6 – Pre-qualify Your Candidates by Phone



You'll waste untold amounts of time if you don't do pre-qualifying interviews by phone with your best candidates. You want to screen a bit more before calling them in for face-to-face interviews that will consume a lot of time. Take the applicants who have credentials that seem to be a good fit with the job offer.

When you have picked out the top resumes, you can now check out these applicants and perhaps make a wiser choice on whom to see in a live meeting.

You are going to save money doing a telephone-screening interview. It takes anywhere between 5 to 30 minutes, which will be taking up a lot less time than a full in-person interview. It will eliminate possibly more than half the people you felt looked really good on paper.

Schedule the Phone Interview

When the applicant is contacted to make an appointment for the interview, be sure he will have at least 20 minutes free time to talk to you on the phone. This will ensure you have the time you need, even if the screening interview only takes 5 minutes.

When you set the time, have the applicant call you, rather than you calling him. At the time of the appointment, verify with the person that it is still a good time.

You want them to have a place where there won't be a lot of distracting background noise and they can talk without interruptions.

The Areas to Cover in your Phone Interview

There are certain areas you need to cover, all the while comparing their replies to the overall job description you compiled.

Some of the points to cover are 1) their interest in the company and position, 2) why they left their last job, and 3) their salary requirements. There are many more, but they are all covered in our ebook in detail. Purchase our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014.

You can also visit us on the Web at www.thepeoplelink.com to find out more.

The People Link has special training in order to determine likely problems with certain employees. We can conduct interviews (and do!) that will weed out candidates who will only cause you problems in the long run. It takes some expertise in "human evaluation" and we can provide that.

7 – Conduct Proper Interviews



Once you have your applicant in front of you, if you don't conduct the right kind of interview, you may miss the cream of the crop. You want to ask the right questions and take the important things into consideration as you interview.

Upon the arrival of the prospect, you should have him fill out your official job application. You can make a point that he doesn't have to fill in the same data he put on the resume, but you will just attach a copy. All other points on the application should be filled out though – those not covered on the resume. There should be a Non-compete Agreement or Confidentiality Agreement, depending on what you have for your employees.

Your questions are going to allow the candidate to demonstrate that he has the desired qualities and skills you are looking for in your new employee. Many points you already know, but this will be more in-depth. The average time for in-person interview is 30 to 40 minutes. If you spend more time than that, you are wasting precious production time.

By doing a proper interview, you will be able to determine that the applicant can do the job well, that he fits in with other staff and can work well with you.

Before Starting the Interview

Before you begin interviewing candidates, you should prepare some general questions. Prior to their arrival, you should have again reviewed their resume and ascertained points you would like to have further clarified.

The Interview

Be sincere, polite and considerate in your interviewing procedure. It is important how you conduct yourself and that you put the interviewee at ease. This will ensure you get honest answers to your questions. Answering phone calls in the middle of the interview, or keeping your applicant waiting for a long time to be called in will reflect badly on you and the company.

Beware of being biased in your interviewing approach. Interviewers can be affected in decisions by their personal perceptions of individuals. The interviewer may favor women or may prefer people who are of a certain attitude. Keep in mind the duties and functions of the job and if the person is honest and determined to make a success of the position.

It's vital to know the right questions to ask and how to evaluate what the answers reveal in your applicant. Get numerous examples and more hints and tips on conducting proper interviews by purchasing our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" by going to the following link:

http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014.

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8 – Use Testing to Qualify a Candidate



Not using any sort of testing for your candidate could mean hiring someone who won't perform as they should or as you expect. Testing prior to employment will screen out any applicants who are not suitable.

State and federal laws do impose some restrictions on the kinds of testing you can do and how to conduct tests. These restrictions can appear vague and are often open to interpretations. Since this is the case, you should only administer tests that are absolutely necessary. You can always consult your attorney if you have any doubts about the tests you administer.

You can be assured that it is always legal to test actual skills, as in bookkeeping, handling taxes or computers. Basic tests such as typing tests or others that show the skills the applicant has in relation to their duties should pass any legal muster.

You may require some expert help in compiling the tests and in seeing if the applicant performed well on them. For instance, if you are hiring a computer programmer, you may need to work out a test for this using the expertise of another programmer, either within your organization, or a friend or associate. To ensure your candidate can perform certain functions and duties, you will possibly

need this expert to judge whether your applicant achieved the necessary standards.

Another thing that testing can show up is if you mail an applicant a test. The speed with which they return the test is a measure of their speed in complying and shows how enthusiastic they are in getting this position. If days go by before they return the test, it's not a good sign. If you get it back within hours, you have gold on your hands!

Testing can assist you in selecting the best person for the job. Don't neglect to use it properly.

There is one important aspect to testing that makes The People Link unique in the field of recruitment and Human Resources. It is a fact that about 20% of any group of people will display anti-social tendencies. This means that those 20% will cause trouble in one way or another for the remaining 80%. And out of those 20% you may find about 2% being downright destructive. In fact, it usually works out that the 20% is under some undue influence from the 2% category. With the tests that we perform, we are able to differentiate between the 2%, 20% and the 80% category of people and this will have a huge impact on selecting the right candidates. This is some of the specialized human evaluation knowledge that we utilize to help employers find the truly qualified people they deserve.

We also have a testing service where we can do these tests for the employer very inexpensively.

To get more information about testing you can purchase our ebook “The 10 Most Common Mistakes in Hiring Qualified Applicants” at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com/testing.aspx to find out more.

Testimonial from a client of The People Link:

I am so glad that I found your service! I can't tell you how pleased I am with my new Office Manager. She is so competent and a pleasure to have as a member of the team. I was so impressed with your honesty and diligence in finding just the right person for my company. I usually have to spend hours sorting through applicants that are truly not qualified for the position. I knew that when I received names and resumes from you that the people were trained and ready for the job. I found it refreshing to have the preliminary interview process done for me. I have never found this caliber of employee from standard newspaper ads. I believe that your company offers a great service at an extremely reasonable rate. I highly recommend you to any employer who is looking for quality employees.

9 – Obey the Law in Hiring



If you don't obey the law in your hiring process, you can open yourself and your company up to a lot of trouble. And who needs that?

Naturally, you must have all legal points in operation that are general and standard for any business hiring employees. These include having an employer identification number, being registered with your state's labor department and having sufficient insurance. You must also have each employee fill out an IRS Form W-4, post required notices within the workplace and have an employee handbook.

But in the hiring process itself, there are also laws that must be followed. These cover discrimination, the hiring of illegal aliens and other restrictions.

Outline of Legal Rules

Although we aren't legal advisors, there are common rules to be aware of in the hiring process. If you have questions, you should consult your attorney.

- **Respect the applicant's privacy.**
- **Don't make promises you can't keep.**
- **Avoid discriminating in any way.**

There are many ways you can appear to discriminate. Examples of the issues to avoid are:

- Gender
- Race
- Color
- National origin
- Ancestry
- Citizenship
- Age
- Religion
- Sexual orientation
- Marital status
- Pregnancy
- Disability
- Cancer-related medical condition
- Military status
- Political affiliation

➤ **Follow all legalities in hiring immigrants.**

➤ **Follow the rules about hiring young workers.**

Each of the above points is elaborated upon in our ebook, as well as much information about questions to avoid in interviews and on applications. Purchase our ebook “The 10 Most Common Mistakes in Hiring Qualified Applicants” at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx.

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10 – Hire a Qualified Person Immediately



If during the hiring process, you find a qualified person, hire them immediately! Don't let them get away.

Many employers become curious as to who else may be out there. They think perhaps there's someone even more qualified than the person you just interviewed. They wait to do more interviewing of other prospects and yet the person just seen was more than qualified for the job. It's risky to wait.

If the candidate in front of you has all the qualifications, experience, etc. that the job requires and you like the person, he's interested in the position and says he would enjoy working in your business, HIRE him!

Don't look to see who else is out there. You might not find somebody as good. If you call this first prospect back a week later, the chances are he will be gone, finding another employer who didn't wait.

Don't delay and miss the gem. The first person CAN be the right one.

Grab him!

In fact, The People Link has a very high success rate in placing THE candidate in front of the employer the first time. It is one of the factors that makes us so

unique, employers have saved a lot of time using our service. To get that perfect applicant in front of you, you should follow the points in this free report to avoid all the pitfalls of hiring. And be sure to get more valuable information by purchasing our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" at http://www.thepeoplelink.com/hiring_ebook/10mistakes.aspx. **Or you can call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.**

Testimonial from a client of The People Link:

I am so thankful to The People Link for finding my receptionist, who will soon be my Office Manager!! I was searching and searching for nearly a year and a half, trying to find someone who cared about their job, company and the environment. It was just amazing how hard it was to find a person like this. Finally after hiring plenty unsuitable people, I called The People Link. Mya knew exactly what I wanted and set out to find that perfect someone. And she did. Now I can run my business the way it should be run. Thank you People Link!

SUMMARY

Now you have seen the hiring process, outlined to include all the important parts, to make your job easy in finding a qualified and loyal employee.

Hire right! And hire the best by using The People Link for your staffing needs!

We hope this free report has been of help to you!

Get much more from our ebook "The 10 Most Common Mistakes in Hiring Qualified Applicants" by purchasing it at the following link:

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Call The People Link for a free consultation at 1-888-773-0014. You can also visit us on the Web at www.thepeoplelink.com to find out more.

Testimonial from a client of The People Link:

I am very happy with the service and products we have gotten from The People Link. I had the very difficult task of filling up the executive structure of my company with top-notch people with a very tight budget to work with. I explained to Mya exactly what I needed. I told her the type of people we needed and what we were able to pay. Mya stayed in very close communication with me and worked very hard to find the people we needed. We now have competent executive structure as a result of the help we got from The People Link. I would highly recommend this service to anyone who has the task of finding qualified people to fill key positions in their companies.