

Writing Effective Employment Ads

Writing effective employment ads will attract the most qualified people, not simply the largest number of people. (I have always wondered what goes through the mind of a potential applicant when they read ads emphasizing the need to “hire 22 people immediately.”)

Before we continue I want to make a point...



IF YOU PLACE AN AD THAT IS SHORT ON INFORMATION IN HOPES OF SAVING MONEY YOU WILL END UP PAYING FAR MORE IN THE LONG RUN BECAUSE YOU WILL BE HIRING THE WRONG PEOPLE

Your ad should always contain the following elements:

A 'HOOK' (the headline), THE BODY (the information portion) and INSTRUCTIONS (what to do).

Let's look at each of them. Begin your ad with a headline designed to attract a certain individual or personality style. Look at the following examples:

**“TIME TO CHANGE YOUR LIFE”
“JOIN OUR SUCCESS TEAM”
“WE MAKE IT HAPPEN”
“ONLY THE BEST”**

The list is virtually endless but headlines of this type attract people who feel they have reached their peak potential or earning power in their current situation. Each has a call to action, i. e, the reader is encouraged to either change or do something or a 'challenge' is issued. They are designed to attract both experienced candidates and those new to the industry. Ads that do not provoke action can be equally as effective. Consider the following hooks which are, in reality, versions of the above with a subtle change:

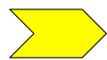
**“LOOKING FOR A CHANGE?”
“ARE YOU A TEAM PLAYER?”
“IS THIS THE YEAR?”
“ARE YOU THE ONE?”**

As you can see these are more thought provoking in nature. These will attract people who have made the decision to change their career or employer and appeals to their sense of individuality and competitive nature. Each dealership has a distinct personality and yours is no different. Design your ads to find those who best fit that profile. You are looking for competitive, flexible and adaptive people.

The next element when writing effective employment ads is the BODY which is the information portion. Here is where you will address what the job opening is, what qualities you desire in an applicant, what your company has to offer, requirements for the position and anything else that is pertinent to the job. Keep in mind you must not be vague, there is no sense attracting those who are wrong for the position.

No need to tell you ads are costly so brevity, although not at the expense of clarity, is key. Begin by telling them who you are, what you want and what's in it for them.

ABC Dealership, the (oldest, newest, most aggressive, largest,etc) Ford dealership in (area) has a sales position available. We are looking for growth oriented people who thrive in a competitive environment and seek a chance for advancement.



You have avoided the 'cattle call' approach by indicating you have "a sales position". In addition you have included a sense of urgency to your ad. By mentioning advancement you appeal to experienced salespeople seeking an opportunity to move to management.

We offer complete training, management support, a comprehensive medical/dental plan (demo program? 401(k)?, vacation policy?), etc.



This is the what's in it for them portion. Paid training is important to those without experience, health and retirement benefits appeal to everyone.

Our aggressive pay plan rewards those who wish to enjoy an above average income and lifestyle.



No sales personality wants to consider themselves average. Appeal to their ego and desire to know how much they can make.

The instructions portion of the ad will save you time, energy and possibly a lawsuit. There are things you must say in an ad and things you must not say. If you are unsure check with your Human Resources Department. For the purposes of our training we will leave the legalese to them. Start by telling the reader what to do next, when to do it and where.

We will (conduct interviews, accept applications) (in person, electronically) through (date).

Let the applicant know how to apply and the deadline. Now tell them where...

Apply in person at (address) or

Send your resume to (name of party) at (email or fax address)

Or mail to (mailing address)

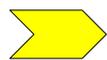


Notice there is no telephone number nor have we indicated an applicant should call. This is a sales position. See what your customers will see before you proceed one step further.

Do not forget to include a reference to drug and background screening to eliminate those who cannot pass muster.

We have covered the 'must haves' for your ad. After checking with your HR department for inclusion of the legal items you are ready to draft the ad itself. Take some time with this important step. The cost of attracting and hiring the wrong people far outweighs the cost of the time involved to do it properly.

The decision to use a display or a classified ad is up to you. The following are for illustrative purposes only. Your media representative can be of great assistance during this process. Based on personal experience I will make the following comment...



Classified display ads allow for creativity, logo displays and additional white space more easily than a regular classified ad. I believe they lend an air of credibility and stability.

Your well written ad looks something like this...

ONLY THE BEST WORK FOR US

Acme Motors, the largest Chevrolet dealership in Milwaukee has an immediate opening for a salesperson. We offer the following to the candidate we select:

- **Most aggressive pay plan in Wisconsin**
- **Complete management involvement and support**
- **Comprehensive Medical/Dental program**
 - **401(k) retirement**

Competitive people with a desire for advancement are encouraged to apply in person before 5 PM on Tuesday, April 17th, 2000 to Darryl Whipple at 910 Highway 26, Milwaukee. We conduct a thorough background and drug screen prior to any offer of employment.

Your competitor's ad might look something like this...

Slsples needed. Johnson Chevrolet 123 Main Rd. or call 212-000-0000. Best pay in town, apply today. Big \$\$\$\$

Writing effective employment ads sends a message about you, your company and why you are different from the competition to not only potential employees but the entire community. There are many people who are not in the market to change jobs who peruse the classified ads both online and in print. Those people buy cars, they have friends and relatives who buy cars. Well written ads elevate your dealership in their eyes.



You have spent a great deal of time and effort preparing your ad. When the response comes will you be prepared or will you continue to follow the path of most other dealers? You probably recognize the following scenario...

An applicant shows up at the store. You send them to the receptionist who may or may not have an application. She tells them to fill it out (without instructing them how to do so). They give it to her, she brings it to you and the applicant waits...and waits...and waits. After all, you're busy doing car deals, right? They need to see how busy both you and the dealership are. You tell them to come in and ask them some questions about their current state of employment. You ask if they have any questions. You tell them you always ask a second manager to visit with them and you never hire on a first interview. You have the second manager tell them you will be in contact.

You have most likely just wasted your entire recruiting effort. See why on page 4...

Your recruiting effort is most likely wasted because you gave no sense of value regarding the application and selection process to the person who responded to your ad. Their sense of anticipation, time spent in preparation for an interview and transportation time in most cases far exceeded the few moments you spent to 'look them over, see if they dressed nicely and were able to speak clearly.' As with a number of the customers you count as floor traffic in your dealership they are off to see the next dealer and an opportunity is wasted.

What is the proper preparation for an interview?
Do you know how to conduct a proper interview?
Do you know what questions to ask?
Are you able to read between the lines?
What is important to ask during a first interview?
Do you know what to do when the interview is over?

and last...**can you pass an interview for the job you now hold?** Find out [here](#) .

MasteringSelling is your resource for the answer to those questions and more. There's a reason dealers turn to us for training and consulting...because our proven methods aren't theory, they are practical applications learned on the front lines of auto dealerships like yours. **For a limited time you can have complete access to the number 1 automobile sales training site on the web.** You will discover you are not alone in thinking the costs of training have skyrocketed and the return on that investment has been poor at best.

Take a few moments and look at some of the topics covered in recent articles and newsletters from **MasteringSelling**.

[The Role of a Sales Manager](#)
['Must Do' Items for Every Manager](#)
[Do Your Salespeople Know How to Work With the Sales Desk?](#)

In the competitive dealership environment, now more than ever, the tuition you pay for on the job training is a killer. Don't waste another training session or recruiting dollar until you know the 'WHY' of everything you do. To receive the next 3 articles in our current series [email us](#) and let us know you're tired of hiring and training the wrong people. Best wishes for success in the greatest business in the world...the car business.



Mick Bradley