

87 Tips To Create Business Success, *by Business Owners Who Get It Done*



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Introduction

In the game of being a business owner you have no doubt experienced the joys of creating your business along with at least a few frustrations while figuring out how to make it all work.

You deserve to succeed, to have fun while achieving your goals, and to be well rewarded for your efforts. The collection of veteran business owners who contributed to this book have graciously shared their insights and wisdom in their areas of expertise to help you do just that.

The tools and tips they have shared work for them, and for their clients all over the world. They remain successful by helping business owners like you succeed. Plus, they are all really great, and very interesting people you will enjoy meeting and working with.

Contact them for expert help. Inquire about a quote on the services you need from them. Ask them to speak to your organization. Invite them to be a guest on your show or to write an article for your publication. Refer them to your fellow business owners.

The experience and expertise they bring to the table is priceless. Take advantage of the possibilities they offer to help you succeed.

It is with great pleasure that we present this invaluable information from business owners who are getting it done.

Here's to Your Success!

Sandra Simmons
President

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Stan Dubin

How to Hire BETTER Staff

1 - The Most Important Question to Ask a Prospective Employee

In your previous positions what did you PRODUCE?

Yes, you should be interested in what positions the person held previously. But you want to narrow in on what the person **produced**.

In a hiring interview with Sam, he goes on and on about the positions he's held: "I've been an Office Manager, I did bill collecting, I was a Patient Coordinator, I even did payroll from time to time."

That's good. He's got a good range of experience. But what did he PRODUCE while working in those positions. You want to hear things like: "As Office Manager, I had that office humming. It ran very smoothly, patients were happy with their service and how quickly we were able to deliver it to them. My actions helped the practice stay profitable!"

This is the statement of someone who didn't just show up for work and DO things. He knew that the product of an Office Manager had something to do with a smoothly running office that kept their patients happy and the practice profitable.

Next time you sit down with a prospective employee, ask them what they PRODUCED.

2 - Ask the Previous Business Owner

Speak to the previous EMPLOYER. Not the person's senior or supervisor or someone in Human Resources. Business owners are more willing to give the "straight scoop" to other business owners. They are more likely to tell you if your candidate didn't do well in certain situations or was rough on other staff.

If the person came from a very large company, this may not be possible, but if it is, some of the best information you'll get from the entire hiring process will come from the previous business owner.

3 – Ask Very "Pointed" Questions

You can get a good idea of how someone will perform by asking very specific questions. You want to know how they would handle different situations that come up.

For example, if you're hiring for an Office Manager position, here are some questions to ask:

- A patient is complaining about their service to the person at the Front Desk. What do you do? Do you let this staff member deal with it or do you walk over and try to sort it out yourself?
- One of your juniors is telling you that the owner is being unfair about salaries and schedules. How do you handle this? Do you inform the owner?
- Your paycheck comes and you were overpaid by two hours. Do you simply put in for two hours less on the next paycheck, or do you let payroll know of the error. Do you inform the owner?

Describe as many situations as you can with the prospective employee and then ask how s/he would handle each one. This will give you a clue to future performance.



Company Information

The **Employee Testing Center** helps business owners hire honest, trustworthy and dependable staff. Business owners are offered a free test to see for themselves how accurate and useful the testing service is.



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Watch a 3-min video and take the FREE test here:

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