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# The Ultimate Hiring Funnel For Home Service Entrepreneurs

Do I have a process that attracts top tier talent?

Do I have a culture and onboarding process that retains top tier talent?

Am I the leader that top tier talent wants to work with?

Importance of hiring the right candidates for a home service business

The problem of wasting time and resources on ineffective interviews



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# THE ULTIMATE HIRING FUNNEL

FOR HOME SERVICE ENTREPRENEURS



Create a Compelling Job Ad



Review Applicants



First Interview: Core Values over Skills



2nd Interview: Meet the CEO or department head



3rd Interview: On-site / Working Interview



Voting on the winning applicant

# What is a Hiring Funnel?

- Definition: a step-by-step process to filter and evaluate job candidates
- The objective: to narrow down the pool of applicants to the best candidates for the job
- Starting point: a compelling job ad
- Ending point: an on-site or working interview

## STEP 1 - COMPELLING JOB AD

- What a compelling job ad is and what it should include
- Addressing the "flooded inbox" or "no new mail" scenario
- Revising the ad or job description to attract the right candidates



## STEP 2 - REVIEW APPLICANTS

- Options to screen and evaluate candidates: individual interviews, group interviews, introduction video job overview, questionnaire
- Identifying candidates who meet requirements and inviting them to the next step

## STEP 3: FIRST INTERVIEW - CORE VALUES OVER SKILLS

- The importance of assessing the candidate's core values and beliefs
- The goal: to ensure a good fit for the company culture and values
- The first interview can be done with a generalist in the company

## STEP 4 - 2ND INTERVIEW - MEET THE CEO OR DEPARTMENT HEAD

- Getting more in-depth with the candidate
- The employer explains the company's vision, organizational structure, growth, and team
- Reviewing the candidate's work history and skills
- Preparing the candidate for the 3rd interview ok to scare them about it.



## STEP 5 - 3RD INTERVIEW: ON-SITE / WORKING INTERVIEW

- The most critical step in the hiring funnel
- Evaluating the applicant's skills, experience, and ability to work in a real-world environment
- Assigning relevant tasks to the applicant
- Paying for the third interview

- The importance of investing in the hiring process
- Thoroughness and investment in the process can help find the right employees for a home service business.

# Conclusion



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**THANK  
YOU**

