



SMALL BUSINESS INFO PACK

Discover How To Interview
Candidates Using Personality Profiling.

Personality Profiling Package For
Small and Medium Sized Businesses

Issue 01

Date : 20th January 2017

Author : Martin Gibbons

How To Hire The Right Candidate Every Time

Hiring the right candidate is crucial when you are a small or medium sized business (SME).

In an SME, everyone counts. It only takes one bad appointment to give the whole organisation a problem.

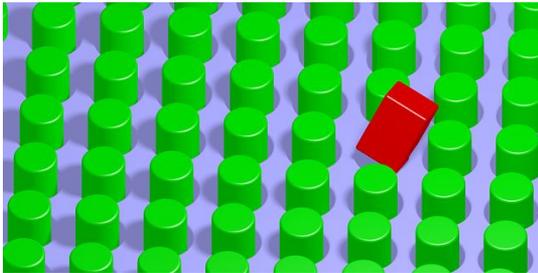
On a positive note, if you consistently hire better candidates than your competitors, then you give yourself a competitive advantage and are likely to see the benefits on your bottom line.

What do we mean by “the right candidates”?

1. The right candidates will be able to do the job for at least a year, preferably longer. There is no point hiring candidates, only to see them quit after a few weeks.
2. The right candidate will be able to learn to do the job to a high standard.

So Which Candidates Should You Hire?

There are two types of candidate; “**Naturals**” and “**Forced Fits**”. If you want to hire the right candidate for your contact centre, you need to hire “**Naturals**”.



Only “**Naturals**” will be able to stick the job for a year or more. “**Forced Fits**” struggle from quite early on and are soon looking for alternative employment.

So if your staff turnover is too high, the chances are you are hiring more “**Forced Fits**” than “**Naturals**”.

If performance is low, then you either need more time for your training to take effect or you need to hire more “**Naturals**”.

The Traditional Predictors Of Performance Are Unreliable

Perhaps surprisingly, qualifications, work experience and skills have nothing to do with whether a candidate is a “*Natural*” or not.

The CV is Dead

Today we place far too much faith in CVs. What can a CV really tell you? Usually it only tells you how good the candidate is at writing CVs or at hiring someone to write it for them.

This problem is compounded according to the various surveys that indicate a high percentage of CVs contains falsehoods,

In short CVs are not reliable sources of data.



When making recruitment decisions, you need good data to work with. PeopleMaps will help you work with more reliable data to make better hiring decisions.

What Is A “Natural”?

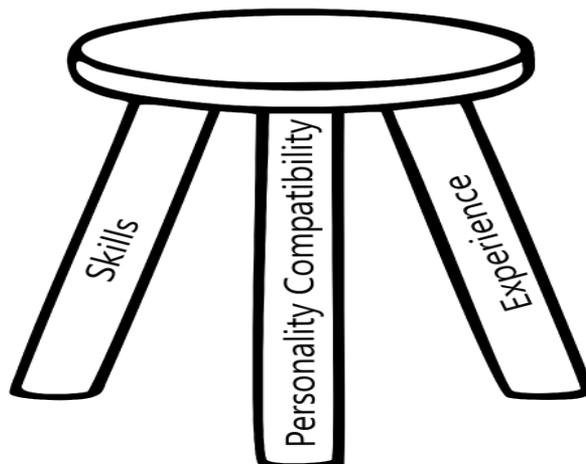
So what exactly is a “Natural”? Well the following definition may help;

A “Natural” is someone who finds your particular work environment compatible with their personality type.

So even when a candidate has relevant work experience, qualifications or skills, they may not necessarily be a “**Natural**” for the work environment you are offering.

The New Predictors of Performance

So the new predictors of performance are;



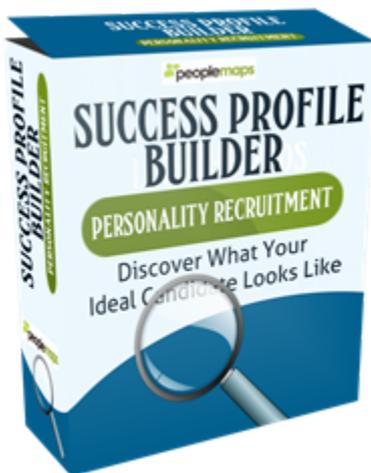
The priority however must be given to “**Personality Compatibility**”. Even if a candidate ticks all the other boxes, if their personality is not compatible with your work environment, then they would not be described as “**Naturals**”.

So How Do You Spot “Naturals”?

To spot a “**Natural**” you need to have two important pieces of data at your fingertips;

1. A psychological profile of the work environment you are offering
2. The personality type of the candidate.

PeopleMaps provides you with this information.

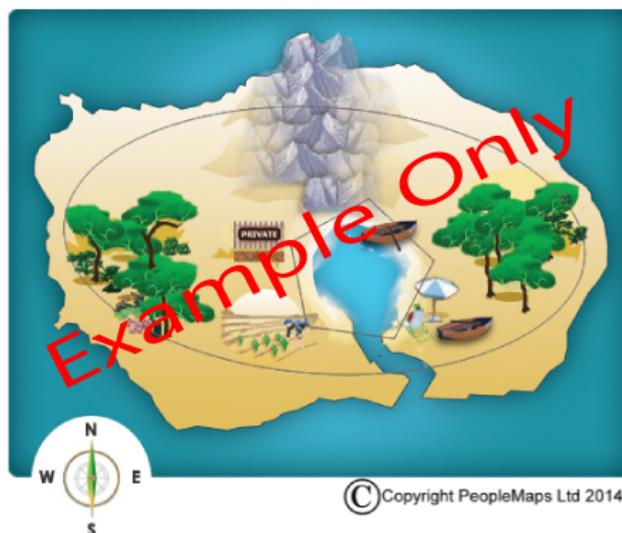


Success Profile Builder will show you exactly what a “Natural” looks like.

It provides you with the psychological profile you are looking for.

Only once you know what you are looking for, is it possible to recognize it when you see it.

Included in the Success Profile Builder Report is the PeopleMaps Map.



You can compare the PeopleMaps Map of each candidate, against your Success Profile, to see how close they are. The closer the resemblance, the more likely they will be a “Natural”.

How To Conduct Revealing Interviews

Most line managers have little or no training on how to interview candidates. It's more difficult than one might first imagine as there is a lot of psychology at play.

This is why PeopleMaps has created a series of personality centric, interview guides called Interview Pro.



Report Range

There is a report design for almost every type of job role. If you are unsure of which report design to use, please just ask your PeopleMaps representative.

What's In The Report

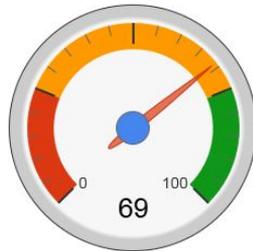
Each report in the **InterviewPro** range is between 15 and 25 pages long.

The report will tell you about the candidate's personality in incredible detail.

It will also provide you with specific questions to ask and tell you what to look for in the candidate's answers.

If you want to conduct an insightful and revealing interview, then use these personality reports.

The report also includes several Gauges, so you can see how candidate's score on a number of key issues such as;



"Willing to cold call, on the telephone"

Each report has several gauges, so you can see at a glance how well an individual scores for very specific aspects of personality.

No Training Required

Many busy line managers do not have time to go away for days on a course on how to interpret personality reports, which is why PeopleMaps has designed these reports to be jargon free and usable by interviewers without any special training.

PeopleMaps does provide advanced user training for those that want to go deeper into the psychology but this is not essential and is completely optional.



How To Get The Best From Your new Employees

Team leaders and managers have a tough job. They need to be extremely good at what they do, to keep staff turnover down and get new employees up and running as quickly as possible.



PeopleMaps has created **OnBoardingPro** to help line managers get the best from their new employees.

Get a copy of this report for each new employee you take on.

This personality report is written to the line manager, about the new employee.

It is designed to help them avoid making unnecessary management mistakes and get the best from the new employee, fast.

OnBoarding Pro is like the user manual for new employees and line managers will find it extremely helpful.

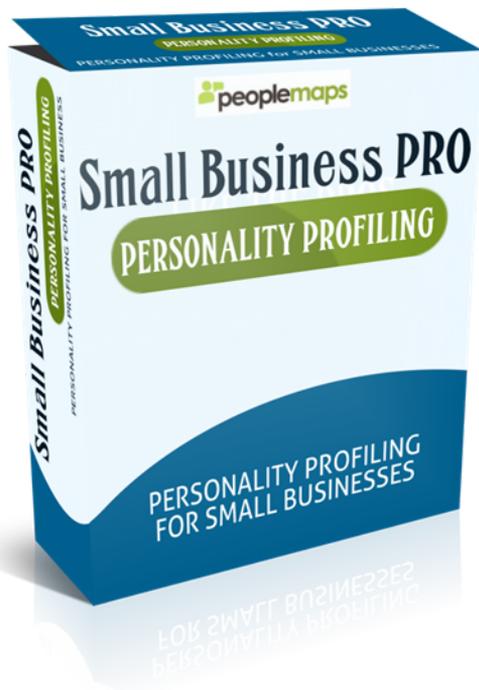
It is around 15 pages long and describes the employee in great detail. It explains to the line manager what to do to get the best from the new employee and what they avoid doing.

In a large survey of over 7,000 people by Gallop, 51% cited their manager as the reason they quit their job. If you want to see staff performance and engagement increase, whilst reducing staff turnover, then make sure you have an OnBoarding Pro report on every new employee.

How Much Is It?

The objective is to hire the right candidates, makes sure they stay in the job for years and perform at a high level.

To achieve this you need all three products, which is why PeopleMaps has bundled them all together in a product suite called **Small Business Pro**



Small Business Pro is sold as pack and includes;

- Success Profile Builder
- Interview Pro
- OnBoarding Pro



It is understandable that you may think a suite of products like this will cost a small fortune. And it is true, that up until PeopleMaps came along, this level of service was only affordable by blue chip companies.

But PeopleMaps developed **Small Business Pro** for small and medium sized businesses. So even if you only recruit two or three times a year, it is very affordable.

You will be delighted to discover that you can buy either a **Single Vacancy Pack** or a **Three Vacancy Pack**. for as little as £99 and £199 respectively.

Packs include credits for all three products in the suite.

There are **no hidden charges** for things such as training or consultancy either.

You may buy additional packs as often as you like from inside your Control Room and credits are available as soon as you make your online payment.

Try It For £10 (\$13 USD)

If you have seen enough then sign up for your account and for just £10 you can read your own **InterviewPro** report and judge for yourself the accuracy and usefulness of the system.

[Click here](#) to register now and get immediate access to your report.