



Business Operations Systems and Strategies – BOSS

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Hiring Staff: Train and Hire Strategy, Level 1

Description: In this course, Sam presents a successful way to hire new front-line staff for all dealership departments: the Train and Hire. He covers the advantages of the Train and Hire model, as well as in-depth details about how to run the event. In this level, he will guide you from the initial step of placing the ad through the schedule for night 2, including training modules to present to the attendees.

Lessons:

1. About the Train and Hire Strategy
2. Introduction to the Train and Hire Strategy
3. Placing the Ad
4. Logistics and Who Should Be There
5. Night 1: Agenda and Steps
6. Night 2: Agenda
7. Night 2: What Are They Buying (The Human Brain, Part 1)
8. Night 2: Uncomfortable Question Sheet
9. Night 2: Who's Coming Through the Door
10. Night 2: GREET and FORMAT, the Importance of Step 1
11. Night 2: Recap

Hiring Staff: Train and Hire Strategy, Level 2

Description: In this course, Sam covers night 3 of the Train and Hire, including training the trainer in how to present the first four steps of the sales process to the candidates. Additionally, Sam reviews the selections process and emphasizes the important role of onboarding to your success in adding new employees.

Lessons:

1. Night 3: Agenda
2. Night 3: The Human Brain, Part 2
3. Night 3: Step 1--the Greet (Having a System)
4. Night 3: Step 2--Probe or Guided Discovery
5. Night 3: Step 3--Sit In/On
6. Night 3: Step 4--Presentation and FABs
7. Night 3: Selections and Onboarding
8. Night 3: Recap
9. Train and Hire Strategy Summary



How to Hire Managers and Key Personnel, Level 1

Description: Sam introduces Andrew Hayes who has developed a thorough, non-traditional, and team-based approach to hiring new staff that enables an organization to significantly increase its chances of hiring great new people whose values align with those of the organization. Andrew and Sam discuss the first half of the "hiring funnel" that will lead you to hiring that awesome new employee.

Lessons:

1. Hiring Key Personnel Strategy Introduction
2. The Need for a New Approach
3. The Why and the Commitment
4. The Job Posting
5. Follow-up Questions and Invite to Apply
6. Phone Screening
7. Dealership Tour, HR Assessment, and Review

How to Hire Managers and Key Personnel, Level 2

Description: Andrew and Sam take the viewer through the second half of the Hiring Funnel, starting with scheduling and conducting the interviews, all the way down to hiring that wonderful new employee. Along the way, you will get to see the guys role-play the interview process, the roundtable, and the career planning conversation with the potential employee.

Lessons:

1. Scheduling and Conducting the Interviews
2. Interview Role-Play
3. Roundtable Discussions
4. Roundtable Role-Play
5. Career Planning with the Applicant
6. Career Planning Role-Play
7. Reference Calls and Hiring Decisions
8. Crafting the Final Offer
9. Negotiation and Onboarding
10. Hiring Key Personnel Strategy Summary