10 Tips for the Industry to Raise the Bar

Advertising: Does your marketing strategy include diversity? Or are you branded as a dirty shop with greasy hands turning wrenches? Be sure to include welcoming content that will make customers and future employees want to be a part of your brand.

Clean Bathrooms: One of the top searches for dirty bathrooms is service stations. Make sure your bathrooms are CLEAN. Cleanliness goes a long way.

Uniforms: How do you want your customers to view your employees? As dirty grease monkeys or as professionals who are working efficiently to fix their vehicle. Make sure techs are wearing clean, put together uniforms.

Facility Look and Feel: First impressions are everything. Do you have old, torn seating areas and outdated magazines? Make sure your facility is welcoming and updated.

Career Fairs & Recruiting: Make sure your representatives are well prepared and dressed to impress. What materials are they handing out? Consider using technology such as iPads to collect information from people who visit your table. .

What's on your wall? Be mindful of content on posters hanging up around your shop. Employees and customers will notice if you have something inappropriate on display. Remember, this is the reputation of your shop that will spread to other customers. Make sure it's a good one!

Applying for a Job at Your Shop: Is it easy? Make sure the process is straight forward and simple to follow.

Interview Process: How long do applicants wait for an interview and where do you interview them? Dingy, cluttered old office with an uncomfortable chair?

Engaging Employees: Do you engage other employees in the hiring process? Have them interview and meet the candidate to see how they behave and connect with the rest of the team.

Tour of Facility: When you give a tour, what are they seeing? Consider doing a tour with someone who has not been in your shop before. Have them give you honest feedback about what they see/hear.

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