

WELCOME TO



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# Interviewing Like Your Team Depends On It!

Presented By

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Ralph  
Purple Label



Salvatore Ferragamo  
EYEWEAR



Persol





# The GREAT RESIGNATION



THE PROBLEM



ANY EXPERT PROPERTY  
MANAGEMENT  
PROFESSIONALS IN THE  
ROOM?

# WOULD YOU BELIEVE ME IF I TOLD YOU.....

- MARKETING
- APPLICANT CRITERIA
- TOURING
- CLOSING
- MOVE-IN
- RETENTION



- RECRUITING
- SKILL/COMPETENCY REVIEW
- THE INTERVIEW
- JOB OFFER
- ONBOARDING
- DEVELOPMENT AND RETENTION

# MARKETING



- You are not marketing a job – you are marketing a CAREER...an INDUSTRY!
  - How big is your net?
  - If you are “about DEI” – does your search strategy reflect that?
  - What’s Your Message and How’s Your Image?
    - NAA/WMFHA Resources
  - Invest for future dividends
  - STOP LOOKING WHERE YOU ALWAYS LOOK!

# MARKETING – UNTAPPED RESOURCES

**RPM**  
CAREERS  
WEEK

APRIL 20-24



- DECA/FBLA – High School and Collegiate
- WMFHA/NAA Resources
  - RPM Careers Week is in APRIL!
- Local College and Technical Schools
- Non-Profits – Path to Independence
  - Family Promise of Spokane
  - Vanessa Behan
  - Work of Honor
  - Veteran Organizations

# THE “TOUR”

- Be PREPARED for them
- Know your “amenities”
- Learn the candidate’s passions, behavioral competencies, goals etc.
- CONNECT what you offer to what they are looking for!
- Overcoming objections
- Help them “see” themselves in a new career with you!



## GOOD QUESTIONS AND GOOD LISTENING!

- Behavioral-based questions
- Don't do all the talking
- What do you really want to know about them, and do your questions reflect that?



# ABOUT THOSE QUESTIONS...

- Competency Based Behavioral Interview (CBBI) Questions
  - Accountability
  - Action Oriented
  - Building Relationships
  - Understanding and Relating to Others (Emotional Intelligence)
  - Business Acumen
  - Change Management



# FOLLOW UP QUESTIONS ARE JUST AS IMPORTANT



Be prepared, and purposeful, but don't sound scripted!

Respond to their answers as if you actually **HEARD THEM!**

- “Tell me more about that”
- “That sounds so challenging – how does that impact how you \_\_\_\_\_ today?”

Remember – you are **LISTENING** for SBO's

- Situation
- Behavior
- Outcome

A campfire with bright yellow and orange flames is burning on a sandy beach. In the background, the sun is setting over the ocean, with a dark silhouette of a mountain or island on the horizon. The sky is a mix of orange, yellow, and dark blue.

## WHEN PASSION INTERSECTS WITH THE JOB

*"If you can hire people whose passion intersects with the job, they won't require any supervision at all. They will manage themselves better than anyone could ever manage them. Their fire comes from within, not from without. Their motivation is internal, not external."*

**Stephen Covey**

# CLOSING

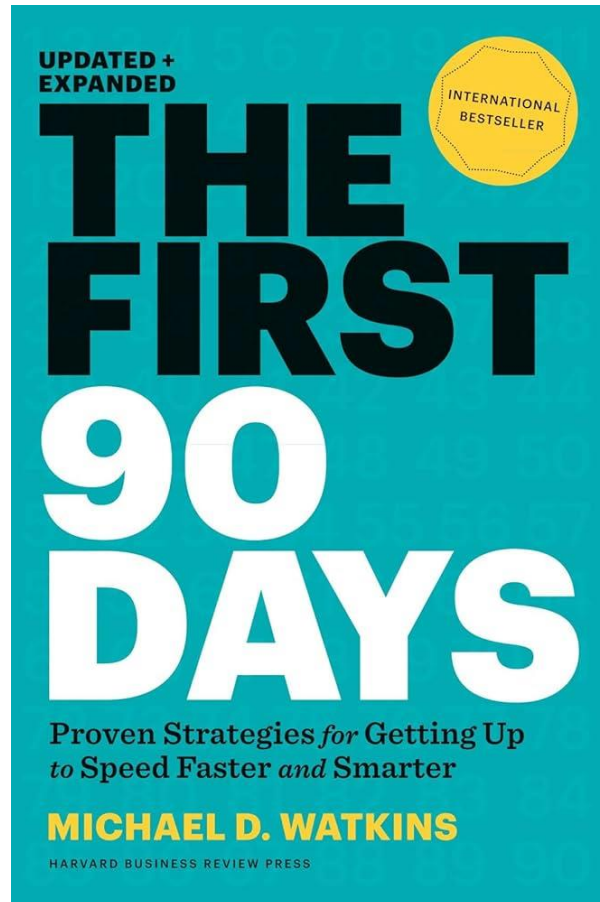


- Don't take short cuts on screening/background checks
- Terms of the agreement – be clear
  - Nature of the work
  - Schedule (on-call etc.)
  - Pay
  - Benefits
  - Training

# THE MOVE-IN

- You ARE the Welcoming Committee – do it RIGHT!
- The first 5, 10, 30, 60, 90 Days
- Don't cheat them from the opportunity to be successful





## THE FIRST 90 DAYS

1. Belonging
2. Contributing
3. Contributing with Confidence

# RETENTION



- Don't think you can afford training? You cannot afford NOT to train them.
- Encourage and model networking and career development.
- Check in often – don't wait for something to be “wrong”.
- Don't be afraid of courageous conversations!


# RENEWAL

Why should they stay?

Do you want them to stay?

What is in it for them?

For you?



INTERVIEW  
LIKE YOUR  
TEAM  
DEPENDS ON  
IT!

BECAUSE THEY DO!

THANK YOU FOR YOUR TIME TODAY!



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- Let's Connect! @Sloane Cerbana

THANK YOU!



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