

## Why Would Anyone Want to Work for You?

by Mel Kleiman, CSP

When great employees who want to work in the SPA industry go looking for jobs these days, they find lots of options out there. These jobseekers have their pick of all different kinds of spas. The point is there's a lot of competition out there for reliable, trustworthy, hardworking people, with great customer service skills. In fact, the demand far exceeds the supply.

Here's another sobering fact: You have to find them before you can hire them. Going back to the boss and saying, "Sorry, but I couldn't find any qualified candidates," just isn't going to cut it.

So what are you going to do? How are you going get quality applicants to show up at your door instead of at your competitors'? My advice to you is simple, but too often overlooked; create a ***Unique Employment Proposition (UEP)***.

In order to develop a UEP for your company and for the job, the key is to think from the jobseeker's point of view. To do that, don't think of your job openings as just jobs, but see them as flagship products your company offers to applicants.

Learn from the best by taking your cues from big budget advertisers like your favorite carmaker, detergent manufacturer, coffee company, or restaurant. Emulate what you like about their marketing messages and start telling your target market why your job opening and your company are better than all the rest. The focus should *always* be on how or why the job candidate will benefit. Remember, you're trying to *sell* your company and the job to candidates who are a cut above and want more than just a job. With that in mind, as you develop your UEP, consider the following:

- ◆ What would make the job appealing? What would make the ideal candidate want to apply for your job opening *instead* of the job posting next to it that has a similar title, description, and wage?
- ◆ What are five reasons why your current employees believe your company is a great place to work?
- ◆ What are five reasons your job is such a great opportunity for the person who lands the job?
- ◆ What does *your* job opening offer candidates that similar positions don't?
- ◆ What will the company do to ensure the new hire will be successful in the position?
- ◆ Does the company promote from within whenever possible?

- ◆ Does the company enable employees to maintain a stable work/life balance?

This list is far from all-inclusive, so sit down with co-workers, your employees, and HR. Brainstorm additional benefits and features that are specific to the job and your company.

Develop your Unique Employment Proposition and market your jobs with the same energy and attention you devote to your products or services. Then you'll have your pick of top quality candidates because your target market will want to buy what you're selling.

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