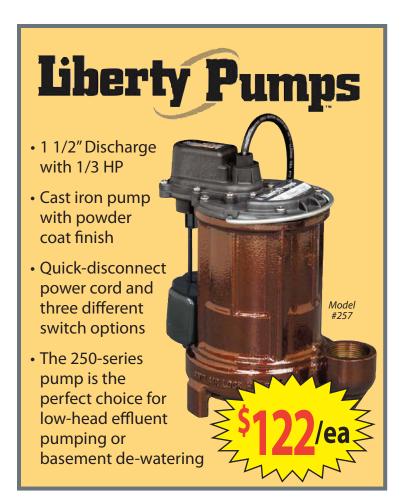
Your source for all things plumbing, heating, piping and HVAC

(800) 992-3682



















## **UPCOMING EVENTS**

20 - April 7:30 - 10:30am	Peerless Counter Day	Torrington
28 - April 5:00 - 7:00pm	Cavagna Training - (RSVP mwright@torrco.com)	SBC, Milford
5 - May 5:00 - 7:00pm	Cavagna Training - (RSVP mwright@torrco.com)	Cambridge House, Granby

Visit www.Torrco.com for more counter day events and training opportunities

## CHALLENGES IN HIRING, RETAINING, AND GETTING THE MOST OUT OF EMPLOYEES!

by Don Polletta - Torrco Director of Marketing



The need for employees is generally a good thing. It is a sign of business growth and expansion and improves your standing in the community by offering employment to your fellow citizens. Unfortunately there's one common obstacle that many companies face when looking to expand their workforce – all the good people are already working.

In the plumbing and HVAC field your employees are the lifeblood of your business. They are often the face of your company, communicating directly with homeowners and customers to understand their issues and needs. A quality employee will not only demonstrate technical aptitude, but also a knack for interacting with people and you usually can't have one without the other (anti-social who is great at their job or a friendly person who doesn't have the technical expertise to get the job done right)

So, how do you find quality employees to add to your team while battling with these challenges:

- Judging a prospective employee's technical prowess when they don't have experience.
- Evaluating an applicant's personality / team player capabilities within the span of an interview.
- Not being wooed too positively or negatively by an excellent or poor interviewer.
- Recognizing that a quality, experienced employee will demand a higher salary.

- "Headhunting" employees from your competitors without creating friction.
- Deciding between a young, potentially longer-term employee or an older, more experienced one.
- Lowering your expectations to find more budgetfriendly employees.

These are but a few of the questions that we face when trying to hire quality people into our business. What's even more worrisome is that, despite our projected growth, the number of graduates in skilled trades is still very underwhelming. Hiring mistakes not only cost time, but can be very expensive as well in regards to slow work that is of poor quality which leads to negative word of mouth.

It's not all doom and gloom however. There are plenty of quality employees out there that are ready and waiting to become a valuable asset to your team. These top notch hires will make you money by working hard and creating a great customer experience all while boosting morale among co-workers – you just have to know how and where to find them.

That's where we come in. Please join us on April 26th 5:30 – 7:00pm where we have arranged for industry expert Doug Dillon of the American Supply Association to present the latest on creating an effective system for hiring, retaining and motivating employees. Visit www. TorrcoPro.com to register.

