

Soft Skills: Results in an Internet Minute

Don't Hire the Weakest Link!

John Butler in *Successful Entrepreneurial Management* identifies **Six Critical Factors in Selling**

- Prospecting*
- Presenting*
- Closing*
- Time Management*
- Product Knowledge*
- Personal Competencies*

Each of these need to be measured to identify the weak link.

To identify a job candidate or existing salesperson's ability to prospect, present, or close, use Sales Strategy Index or SalesMax.

To identify how an individual will approach time management, use Time P.L.U.S.

To identify what soft skills an individual has mastered (or not yet mastered) use the DNA Position Analysis or Job Soft Skills Indicator and compare it with the Personal Soft Skills Indicator (see related article beginning on page 1, column 3).

Motivational Mistakes Managers Make!

Presenter:
Ira S. Wolfe

FREE!

May 10, 2001
7:30 AM
Eden Resort Inn

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*Can you identify sales candidates who have the potential to **produce from 104% to 121% of your Top Performers** with your present hiring and selection process?*

- **SalesMax** is well validated and predictive of a candidate's odds of performing in the upper 50 percent of an organization's sales force.
- A candidate who scores in the Good, Better, or Best range has a 67% probability of Top Half Performance.
- A candidate who scores in the Avoid range has a 15.8% probability.

You want to pop the question to an applicant to become your new manager or salesperson.

- What kind of experience should the ideal candidate have?
- What kind of answers will the new hire need to provide?
- Are you looking for someone who is inquisitive, persistent, independent?
- What about someone who can handle making difficult decisions quickly and manage change in an even-handed manner?
- Will the job and your company culture tolerate a go-getter that blatantly engages in risky behavior or the "cat with nine lives" who seems to escape so many tight situations that his nickname is Houdini?
- How quickly can he or she rebound from a setback?

While there may be too few skilled candidates around, there are plenty of good, talented candidates worth hiring who can do the work.

All the while, however, there are plenty of good workers who, given a reasonable learning curve and some guidance, could do an excellent job -- if only the managers who need to hire them could train them.

(continued page 2, column 2)



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How To Hire Right in an Internet Minute

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SELECT for Call Centers will measure all Call Center positions.

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- Administrative Assistant
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- HealthCare
- Retail Store Manager
- Production and Distribution
- Personal Services
- Convenience Stores

SalesMax for Selecting Salespeople is now Internet Ready.

Sales Strategy Index

Our Other Web-based Assessments:

Managing for Success Collection

- Employee-Manager
- Sales
- Customer Service
- Interviewing Insights
- Time P.L.U.S.
- Personal Interests, Attitudes and Values

ASSESS for Supervisors, Managers and Professionals

DNA of Performance Systems

- Soft Skills Position Analysis
- Job Soft Skills Indicator
- Personal Soft Skills Indicator

Quality of Motivation System*
(*Questionnaire Only—24 hour turnaround)

Soft Skills

(continued from page 1, column 3)
To avoid talent shortages requires hiring or training managers who have the capabilities and tools to identify, hire and develop talented people.

Unfortunately, many managers have been thrown to the wolves while they try desperately to hire top talent...if they can even find them. Most people don't have the foggiest idea about what to do. Why else would "Help Wanted" signs continue to pop up, turnover rates of 20 to 300 percent be tolerated, and the three "R's" (Recruitment, Retention and Reorganization) dominate workforce, corporate and association conference agendas?

To their credit, what manager *is* trained to deal with this unprecedented shortage of unskilled and skilled workers? Whatever formula worked in the past doesn't work today. The interview, long utilized as the most important tool in selecting new hires, offers the manager less than a 2 in 10 chance of identifying the next top performer. Job matching, on the other hand, increases the odds to nearly 75 percent.

We are very pleased to add several new state-of-the-art employee assessments to our menu of services that enhance the manager's ability to match the right people to the right job in the right company the first time.

The Personal Soft Skills Indicator™ (PSSI) is revolutionary. It is the perfect complement to the DNA of Performance Position Analysis, which identifies and prioritizes twenty-three (23) soft skills that

contribute to superior performance in many jobs. The PSSI indicates which of the 23 soft skills an individual has mastered, has some mastery or has not yet mastered. The DNA of Performance, in addition to identifying and prioritizing the 23 skills provides an outline for a behavioral based job description as well as interview questions specific to the top seven (7) skills.

Like the Position Analysis, the PSSI is available on the Internet Delivery System (see box "Real Results, Real Time"). A coaching workbook, a perfect tool for helping a manager mentor the new or existing employee to improve their mastery skills for superior performance.

What Soft Skills Are Measured in the PSSI and DNA of Performance Systems?

- Personal Effectiveness
- Flexibility
- Management
- Creativity/Innovation
- Futuristic Thinking
- Leadership
- Persuasion
- Goal orientation
- Continuous Learning
- Decision Making
- Negotiation
- Written Communication
- Employee Development/Coaching
- Analytical Problem Solving
- Teamwork
- Presenting
- Diplomacy
- Conflict Management
- Empathy
- Customer Service
- Planning/Organizing
- Interpersonal Skills
- Self-management

Continued next column

Half full, Half empty

52% of middle managers say poor performers aren't tolerated. Only 40—45% of other workers agree.

Hay Group

Top Causes of Workplace Injuries

- Workplace injuries and illness account for 86% of wage replacement and medical payments.
 - Falls and body reactions accounted for \$11.8 billion.
 - Overexertion—\$ 9.8 billion.
- Bureau of Labor Statistics

Jobs of the Future

- Web-security specialist
- Programming artists—25% increase by 2008!
- Robotic Engineers
- Telematics
- Tech Teachers
- Wireless Developers
- Tech Support—a 222% increase by 2008!

Newsweek, April 30, 2001

Nursing Shortage on the Rise

- The enrollment of nursing students fell 2.1 % in the fall of 2000, the sixth annual drop.
- There are now over 100,000 openings for registered nurses.

SPECIAL REPORT

Using our Internet Survey System (InterVey), we surveyed 521 attendees on employee issues at the March 2000 The Rose and The Eagle Job Fair co-sponsored by the Lancaster County Chamber of Commerce.

Below are a few highlights from our findings. For a copy of our complete report or to request a query for specific trends, call us at 800-803-4303.

Highest Level of Education

- High School 40.5%
- 4 Year College 22.5%

Are You Currently Working?

- Yes 51.4%
- No 48.6%

How many hours per week do you currently work ?

36.5 % work forty or more hours

The morale in my company is very positive.

All respondents:

- 28.6% disagreed or strongly disagreed.

4-year college graduates:

- 40.3% disagreed or strongly disagreed.

My company is one of the best places to work.

All respondents:

- 23.6% disagreed or strongly disagreed and 42.8% had no opinion.

4-year college graduates:

- 29.4% disagreed or strongly disagreed and 44.1% had no opinion.

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The most important benefit wanted in the next job is:

Health Insurance	76.6%
Paid Vacation	66.0%
Paid Holidays	49.5%
Retirement Plan	48.6%
Career advancement within the company	44.1%

Hispanics in the U.S.

- The Hispanic population grows by 2.5 people every minute!

New Articles authored by Ira S. Wolfe are available on our website at www.super-solutions.com/articles.html or by calling 717-656-4632 to request a copy.

Business2Business: Rolling the Dice (April 2001) and Sell It! (March 2001)

Central Penn Business Journal: Leadership Succession is No Rush to Judgment (April 20)

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In This Issue

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**Select Salespeople who Produce
104% to 121% of your current Top
Performers**

**Special Report! Survey Results
from the Spring Job Fair**

And More.....

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