



PRODUCTIVITY STRATEGIES FOR GETTING MORE DONE FASTER, BETTER & EASIER

FROM **ALEX MANDOSSIAN**

SPOTTING GREAT TALENT

The single most important activity that can boost your productivity is spotting great talent

How do you boost your productivity with spotting great talent?

Having great talent on your team can really make a big difference in your company, especially if you have a virtual company like mine.

But most virtual companies, especially those entrepreneurs who work from home, like me, don't spend enough time on the single most important activity that can not only boost your productivity, but can actually boost the productivity of your company two to five times more than what it is today.

I'm speaking, of course, about spotting great talent. Then you need to have a hiring process that makes sense — one which you can afford.

I don't have an HR Department, and I have very little time to interview. So this methodology is ideal for the work-at-home entrepreneur.

Here it is... prequalify 80% of the time; promote 20% of the time. That may not sound like anything new, but when I prequalify 80% of the time, half of the prequalification is automatic. It's robotic. You do this by using a website and 24-hour recorded messages.



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Do all the heavy lifting of pre-qualification with robots, websites, emails and 24-hour recorded messages

- **Tip #1: Send an email to my list**

It's what I do. They know me, and if I have a position to fill, such as that I am looking for a JV or Affiliate Manager, I'll send an email out saying help wanted. That email then directs them to a website where they watch a prequalification video.

There may be some negative qualifiers in there.

- **Tip #2: Send them to a 24-hour recorded message — it's another filter**

So you have the website, which gives them the 24-hour recorded messages where they are hearing my voice.

I use the pre-recorded messages because I want absolutely certainty that this job is the right fit for them before they even talk to me. That is where the productivity tip comes in. These are tips that help you get more done faster better and with less effort.

How can you get more done if you're talking to an interview candidate? It's important. Typically, you can't get much done, especially if you're talking to a lot of applicants in the interview process. You're actually going backwards. So I do all the heavy lifting of prequalification with robots, websites, emails and 24-hour recorded messages.



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Past performance always determines future performance with a human being

- **Tip #3: Use the STAR Method**

This is a behavioral interviewing style, which I use once a candidate finally gets to me.

If you're not familiar with it, behavioral interviewing is very simple — past performance always determines future performance with a human being. This does not apply for stocks, but it does for human beings.

The STAR Method is used by many big and small companies alike. STAR stands for:

- ☆ **S is situation**—What's the situation you were in when you worked for this other company?
- ☆ **T is task**—What's the task you did?
- ☆ **A is action**—What actions did you take in that situation with that task?
- ☆ **R is result**—What are the results you got?

Results are not good or bad. The actions you take simply work or don't work for the company.

If you want to learn more about the STAR Method, just go to Google or Wikipedia and look it up. If you want to see the way we've used it in hiring JV Managers and others on our team, go to MarketingOnline.com/jvmanager.



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Automation makes your life easier and more productive

The point is to do 80% prequalification with the majority of that coming through robots. Automation makes your life easier and more productive.

MarketingOnline.com/jvmanager is where people on my list came to read, watch and consume an ad that a friend of mine, Greg Habstritt, and I were doing because we wanted to share a JV Manager since neither of us needed a full-time employee for the position. So it was a unique and clever way to do it.

- **Tip #4: Ask the right questions**

The last tip is to use the final questions I ask during my interview process, which I have borrowed from Brad Smart, who's taught me a lot and is the author of the book *Topgrading*.

These threatening question can also extract the truth.

When you get to the final questions and you're asking the person about their strengths and weaknesses, rather than asking them about their own strengths and weaknesses, ask them about who they've worked with in the past and ask them to arrange interviews for you. That piece alone will save you lots of time.

So they'll actually arrange the interviews and phone conversations, and then give you the times and numbers to call. If they're not willing to do



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that, then they don't come on board. Then, when you have them agree to do that and they've done it, you ask them the following questions:

This is the most effective way to spot talent, even if you don't have time to do the interviewing

- **Question #1: If I were to ask that person what your greatest strength is, what would they tell me?**

Look how elegant that is.

- **Question #2: If I were to ask that person what your greatest weakness is, what would they tell me?**

Brad does this much more elegantly than I do. The fact is by asking the candidate what their referrals are going to say their strengths and weaknesses are changes the paradigm and the context of the process. Therefore, you will find great talent.

You'll probably maintain that every person I have on board have been asked those two questions ever since I learned them.

"Your job is to make the strengths of your people effective and their weaknesses irrelevant."

- Peter Drucker

I believe that, for the work-at-home entrepreneur and even for the entrepreneur who works in the office, this is the most effective way to spot talent, even if they don't have time to do the interviewing.



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Put all the heavy lifting in the hands of robots and automation so that the applicants will be prequalified before you have access to them

Rather than doing haphazard interviews, why don't you put all the heavy lifting in the hands of robots and automation, such as websites and 24-hour recorded messages? That way the applicants will be prequalified before you have access to them.

That's my tip on spotting and maintaining great talent.

I hope our paths cross again, and I hope that your next interview will have a few 24-hour recorded messages involved.

All good wishes.



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EXPERTS ARE RAVING ABOUT ALEX



“Alex is my good friend and master’s master at Teleseminars and Productivity ... he always delivers the content he promises.”

Mark Victor Hansen

“Alex is the ‘pre-eminent’ strategist at teleseminar marketing. Follow what he teaches because he really knows what he’s talking about.”

Jay Abraham



“In the past 38 years, I’ve never ever been with anyone who interviews as well as Alex. I now know why he’s got such a phenomenal reputation.”

Bob Proctor
