

Hiring Tutorial

Jeffery's Greenhouses Merchandising
2015

Hiring Merchandising Reps

- Supervisors have begun posting Ads on Kijiji and Job Bank
- For any returning reps from 2014 we are asking to fill out the entire employee package again
- Easter shipping will be 3 weeks in duration, first shipments will be next week
- Since supervisors will be working in the stores at this time along with overseeing setup-April will be a good time to arrange for interviews with potential reps at a store
- Every store should have 1 dedicated rep hired and higher volume stores should have 2 reps
- 1 'Floater' rep with a car should be considered by each supervisor especially during May.
- Supervisors will be given 10-20 new hire packages for reps to fill out depending on # of reps to hire

Hiring Merchandising Reps

- New reps in your area should be trained and ready to begin working by the last week of April. We will have to pay attention to the weather week by week and amount planned to ship from Niki in the office
- Pansy product may also begin shipping second/third week of April-**depending on weather!**

Hiring Merchandising Reps

- Supervisors will be responsible for posting and maintaining job ads in order to have a constant flow of resumes on hand in case of a need to hire
- Some excellent free websites to post jobs include

Government of Canada Job bank

<http://www.servicecanada.gc.ca/eng/sc/jobs/jobbank.shtml>

Kijiji

www.kijiji.ca

** create user and login account in order to review/edit/delete job postings

Hiring Merchandising Reps

- In the job ad you will be required to put your Jefferys email so applicants can send their cover letters and resumes to you.
- Once received in your iphone the email can be forwarded to your home computer email address to print off and keep for reference
- Select the best resumes to print off. They will need to be read through and any key notes should be written on the front page or highlighted-
 - ex: **Garden center experience**
 - 5 years customer service experience**

Ideal candidates make the job easier...

TIPS FOR HIRING THE IDEAL PERSON

- Reps must be flexible with their schedules! The potential candidate must realize that things are hectic for garden centers during April-July and we may need them to change things with their schedule on short notice.
- Always look to hire people with drivers license and their own car. Relying on bus routes can work but it definitely hinders your flexibility if you need them in a pinch.
- People with customer service, previous retail experience or floral experience/background are ideal. Finding someone with this combination of experience is rare but they are out there!
- During interviews, people who are up beat, receptive, carry themselves well (body language) and genuinely interested in the position seem to work out the best
- Keep in mind that the job is of physical nature and that if you don't think they can do the job physically then they shouldn't be hired.
- We should ask potential reps if they have a **cell phone (for calls, texting and emails) as well as a home computer** as these things are vital to stay in communication with them

Conducting interviews

- Set a day to conduct interviews at one of the Home Depots.
- Interviews can be booked 20-30 minutes apart . **Tell your interviewees that they are to ask for you at customer service**
- Notify Store Manager or MOD of your intention to hire service reps and ask if they have a free training room or sit down area you can use.
- If training room is not available most Home Depots have a **Subway's or Harvey's** where interviews can also be held off to the side sitting at the **patio set section.**
- Let the worker at the Subway/Harveys know you are a vendor in the store and if you can use a seating area off to the side for a couple of hours to conduct some interviews
- Let the customer service desk at the Home Depot know that you will have people coming in for interviews and to direct them to where you are sitting. Leave your business card with them.

FLORAL MERCHANDISERS (SEASONAL)

- Jeffery's Greenhouses Inc. is a wholesale distributor of spring bedding and potted plants.
- We are currently seeking individuals to work on a **full or part time basis (15-40 hours per week)** as an "In-Store" Service Representatives in local chain store garden centers for approximately **4 months (April-July)**
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- We are currently seeking energetic and creative individuals with a flair for merchandising and who fits the following criteria
- Responsibilities include: stocking display areas with plants and maintaining them (watering, grooming, arranging) local travel may required.
- Good communication skills and personal vehicle is required. General horticultural knowledge is an asset.
- **MUST HAVE TRANSPORTATION/OWN CAR!**
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- -Able to work effectively with a variety of staff in a major home improvement retailer
- -Flexible to work in various locations
- -Organized and shows good initiative
- -Good Verbal and interpersonal communication skills
- -Access to own transportation to travel within an assigned area
- -Daily access to computer and internet for admin
- -Lifting and physical work required
- -Enjoy being part of a team
- -Previous garden center experience an asset
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- **Duties**
- -Drive sales and manage inventory in a big box environment
- -Merchandise and detail product displays according to retailer and vendor guidelines
- -Build and develop relationships at store level
- -Actively engage with our team and the retailer to improve execution
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- **Wage: \$11/hr**
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- If you are interested in a position that offers flexibility, good compensation and great team dynamics, please forward your resume to YOUR JEFFERYS ADDRESS HERE
- Please indicate your preferred working area
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- We thank all applicants for their interest but only those selected for interviews will be contacted

SAMPLE JOB AD FOR
MERCHANDISERS to post
on KIJJI

NAME: _____

DATE: _____

Jefferys Merchandising SALES REPRESENTATIVE INTERVIEW QUESTIONS

1. TELL ME ABOUT YOURSELF

2. WHY DID YOU APPLY FOR THIS JOB?

3. WHAT DO YOU CONSIDER YOUR GREATEST STRENGTH?

4. WHAT DO YOU CONSIDER YOUR GREATEST WEAKNESS?

5. WHAT IS YOUR DAY TIME AVAILABILITY? HOW FLEXIBLE IS YOUR DAILY SCHEDULE?

6. WHAT WAS THE HARDEST THING YOU HAD TO DEAL WITH IN YOUR LAST JOB?

7. DO YOU HAVE ANY HORTICULTURAL EXPERIENCE?

8. DO YOU HAVE YOUR OWN VEHICLE?

9. DO YOU HAVE A PAIR OF STEEL TOE SHOES?

11. DO YOU KNOW OF ANYONE (FRIENDS OR FAMILY MEMBERS) THAT WOULD BE INTERESTED IN A MERCHANDISING POSITION LIKE THIS?

12. BEST NUMBER I CAN REACH YOU AT IF HIRED?



Once officially hired:

- Once a rep is hired they will need to be trained so that they are able to do all aspects the job.
- Reps will be given 2 Jeffery's T shirts to start with.
- Reps should be gathered at one location where a **store orientation, health&safety** and **training procedure** should be gone through with all of them so that they will know what to do once deliveries arrive.
- Areas to focus on should include:
 - Simulating a typical delivery day (best if everyone is given training during a shipment day or have some of our product in the store so that everyone can participate putting out product)
 - Signing in/out procedure for vendor reps
 - How to follow/interpret store related Planograms
 - Where to put particular product, sun/shade, hot spots
 - Home Depot Cart training for printing labels
 - Introducing reps to store staff
 - Using the Jefferys Website
- Training the reps should involve one full day working with them in the store and continual follow up if needed. This is important to make sure reps develop good habits from the beginning and to make yourself available for any questions they have
- Reps will be required to fill out time sheets on the Jefferys Website WEEKLY!