**Putting Your Best Foot Forward**

1. **Study the wages in your market & understand your staffing needs by position.**
   * Pay at par!
     + LinkedIn - [www.linkedin.com/salary](http://www.linkedin.com/salary)
     + Indeed - <https://www.indeed.com/salaries>
       - Look at other job posting to see what wage other companies are paying.
     + Glassdoor - <https://www.glassdoor.com/Salaries>
   * In the schedule program write an ideal schedule and change your wages.
     + - This will allow you to see the impact on labor.
       - This will also allow you to see how many people need to be hired in each position.
2. **Posting Job Postings- Indeed, Applicant Stack, Ect.**
   * Use up to date Job Postings. These are located on ToppersU
   * Use Delivery Driver, Cook, Customer Service Rep titles to draw more apps.
   * Limit questions to 10 or choose easy apply (straight through indeed).
   * Sponsor job postings to increase views – Make sure you put an end date.
     + Boosting Easy apply ads straight through indeed will driver more apps, but not necessarily quality apps.
   * App Stack: Reference FAQ
   * Post to free sites – college sites, Facebook groups, unemployment boards
   * **CHECK YOUR ADS AFTER POSTING.**
3. **Promoting on Social**
   * Ads are available on Momentfeed to be used on social media.
   * Ask your team members to share these ads.
   * Ask your team members to rate their work experience on indeed and glassdoor.
4. **Contacting the Applicants**
   * Contact them within 1-2 hours of applying.
   * How to Contact: Call or Text them to see if you can set up a phone screening immediately.
   * If you are bringing them in for an interview, do this within 24 hours if possible
     + Send a text reminder before the interview
5. **Use an online application management tool. (Applicant Stack suggested)**
   * Utilize their ability to recruit across other platforms
   * Use online application management tool to deliver I-9s, W-4s and handbook policies. (This can be transferred from Franchisee to Franchisee)
   * Initial training
     + Follow the process of on-boarding and training team members as laid out on ToppersU.

**MAKE SURE THEY ARE HAVING FUN!**

**DO NOT LEAVE THEM ALONE!**

**DO NOT START THEM ON THE PHONES!**

**GIVE THEM A CLEAR PLAN FOR THEIR TRAINING!**

1. Overall retention
   * Evaluations
     + Quarterly GM evaluations along with market research on pay
     + Bi-annual Assistant Manager evaluations along with market research on pay
     + Bi-annual Team Member evaluations that include raises
       - Don’t have to give raises, but recommended
   * Development
     + MIT manual in use for all managers.
     + Create people pipeline timeline based on Projected Certifications/Promotions.
     + GM/Supervisor/Zee engagement
       - Remember to obsess over development of your key people that drive your success!