Recruitment Strategies

Develop relationships with high school, technical school, and community college   
guidance departments, instructors, and principals to promote dealership opportunities. Target STEM influencers.

Join automotive or truck advisory boards of educational entities. Make sure schools   
are teaching the right things (e.g., Do guidance counselors know how far you can go in   
a dealership without a college degree? Are schools focusing on more common repairs? Very few technicians need to strip down an entire engine).

Establish partnerships with workforce development organizations.

Offer part-time work, summer work, apprenticeships, co-ops, and internships for   
high school students to get a taste of dealership work.

Attend local career fairs.

Host student visits, career days, and open houses at your dealership.

Get to know your quick-lane staff and let them get to know you. You may find candidates there.

Post day-in-the-life videos on your website for technician positions.

Develop graphically detailed online and printed materials with job descriptions, career paths, what an employee can expect from a dealership position, and why your dealership is the best place to work.

Donate vehicles, tools, parts, or services to local educational institutions.

Target junior high students who are just starting to think about careers.

Participate in orientation sessions.

Highlight the high-tech nature of service technician positions.

Emphasize job security – technician jobs cannot be outsourced.

Increase your community involvement (Millennials and Gen Zers are especially impressed with organizations with a strong community-service mindset).

Sponsor stuff that gets your dealership name on a t-shirt, banner, website, newsletter, etc.

Participate in enthusiast events.

Host clinics or events for all ages about auto-related topics (changing a tire, buying your first car, installing a car seat, etc.).

Offer loans for training/tuition that are forgiven more the longer employees stay.

Sponsor contests for students to make videos about why being a technician at your dealership is a great job.

Invite students to photograph your obsolete parts and sell them online.

Use a variety of employee advertising venues:

* + Online
    - Dealer career site
    - YouTube (**41%** of Gen Zers start researching a company on YouTube)
    - Job search sites (Indeed, LinkedIn, Monster, Glassdoor, etc.)
    - Truck or automotive publications
    - Social media
    - Streaming services
    - Email blasts
  + Postings in the store
  + Signs on dealership vehicles
  + Flyers
  + Mailings
  + Radio
  + Newspapers

Incentivize drivers (your own and others) to advertise and carry business cards   
and applications.

Offer referral fees (one payment at hire, then a second payment after 180 days).

Hand out “Shouldn’t Your Name be Here?” business cards.

Involve parents and families in the process.

Provide realistic job previews with clear expectations – what the day-to-day looks like. There is a risk that this will discourage some candidates, but better to lose them early   
than to lose them after you have hired them.

Take advantage of manufacturer recruitment programs.

Highlight your retention strategies in recruitment. For example, what are you doing to keep your employees that differentiates your dealership from other places to work?

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