

Hire People For These Important Skills

6 minute read

When considering someone for a position with your company, it's been said *"Hire For Attitude, Train The Skills"* and that's absolutely true. But it is extremely important to understand that Technical Skills can be taught, however, Soft Skills are rarely taught. Either they have them, or they don't. Everyone knows what technical skills are, so I'm going to address the all-important (vital) "soft skills" you need every employee to possess.



When I research soft skills, I get more than 100 different traits, so I'm going to list about a dozen, and talk about just a few of them.

CREATIVITY

When a person has a fair level of creativity, they bring a unique and different perspective to your company. The more creative they are, the better they can "think outside the box" and come up with great solutions to problems.

DESIRE TO LEARN

If your new hire is satisfied with "status quo" and content with their current level of [knowledge and expertise](#), it probably also means they are not very motivated. If you don't identify this lack of motivation prior to hiring, they will likely plod along, doing the bare minimum to get a paycheck. You can't afford that!

FLEXIBILITY

In the Roofing, Restoration, and Cleaning industry, things change constantly. There are surprises every minute of the day. Hiring someone that's rigid, operates on a strict process, will certainly not be willing to adjust to the emergency type events so common in our business. You can expect inflexible people to NOT work overtime, or late hours, or weekends, or be willing to tackle new and different types of work.

RESEARCH

This is especially critical for those in sales and marketing. In our selling world today (2020 and the coming decade), researching your prospects, their business, and their industry, is vital. Your buyer can get your "features and benefits" information from the internet. Salespeople are sought out for that kind of data. Buyers today want to do business with those that understand their pains and issues, can speak their lingo, and have a broad and deep understanding of the industry they are selling to!

TEAMWORK

Most of us in Management or as Owner have come to realize how valuable teamwork is to achieving great things. There's a say... (not sure how true it is, but it certainly makes sense) "one draft horse can pull one ton. Two draft horses can pull three tons, and four draft horses can pull 12 tons!" Even if the numbers are slightly off, teamwork exponentially increase the success of the effort. Some people are simply loners. They don't want to "work" with other, usually because they want to do it their way! Don't hire this kind of person. It will ultimately do more harm than good.



TIME MANAGEMENT

I'm currently coaching numerous restoration marketers and get to observe and experience many different styles and personalities. Most of them possess lots of the soft skills listed here. When I see a marketer or [salesperson struggling](#), I start to look for reasons. Sometimes it takes a little digging. Almost every time, I find the marketer struggling to hit their numbers is seriously deficient in many of the "soft skills!" Often, they aren't flexible or not a fan of learning. Another big hit is those that aren't willing to take the time to do their homework of their clients and their clients' industry!

HERE ARE A FEW MORE:

- Adaptability
- Conflict management
- Critical thinking
- Deal making
- Decision making
- Delegation
- Dispute resolution
- Innovation
- Inspiring people
- Leadership
- Logical thinking
- Meeting management
- Mentoring
- Motivating
- Problem solving
- Resolving issues
- Resourcefulness
- Supervising
- Thinking outside the box
- Tolerance of change

HIRE RIGHT

Yes, technical skills may get someone in the door, but the people skills they possess is what will advance them through the ranks and make them valuable to your company. Work ethic, attitude, communication skills, emotional intelligence and others listed above are the soft skills that are crucial for career success. Excelling as a leader, problem solver, and being able to [motivate a team](#) usually means you want them working for you!

Sadly, the value of these soft skills is often disregarded or undervalued. There is plenty of training for the hard



skills, but almost non-existent for soft skills. One big reason, not all soft skills can be taught - a person needs to have them already. Yes, too many organizations apparently expect people know how to behave on the job. If they have a good foundation already, then there is coaching to help "refine" and enhance those soft skills. Our certified **Restoration Marketing Specialist™** training program includes a segment on helping sales and marketing people refine and perfect their existing soft skills.

Contact me at 419-202-6745 or Dick@TheCRESTnetwork.com



[By Dick Wagner, Co-Founder The CREST Network, LLC](#)

[Nationally recognized coach, consultant, trainer, and speaker](#)

[Creator of the renowned PREP™ pre-disaster program](#)

[Owner of AskDickWagner.com BLOG](#)