

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to hire more and better installers



STEP 1

What skills do you require?



STEP 2

Do you want an employee or sub-contractor?

EMPLOYEES (W-2 Employee)

Pro: You have a better chance of keeping them happy

Pro: They will stay with you year after year

Con: You must keep them busy even in the winter

Con: You must pay them even when times are slow

INDEPENDENT CONTRACTORS (1099 Employee)

Pro: You do not have to pay their taxes

Pro: You can let them go during the off-season

Con: You are always on the lookout for installers

Con: They may not be that loyal to you

Con: They may be interviewing with your competitors

STEP 3

How will you pay them?

HOURLY OR SALARY

Pro: Best for W-2 employees

Con: There is no incentive to work quickly

BY THE FOOT OR BY THE JOB

Pro: Your costs are fixed; makes it easy for estimating

Pro: The independent contractor will work faster

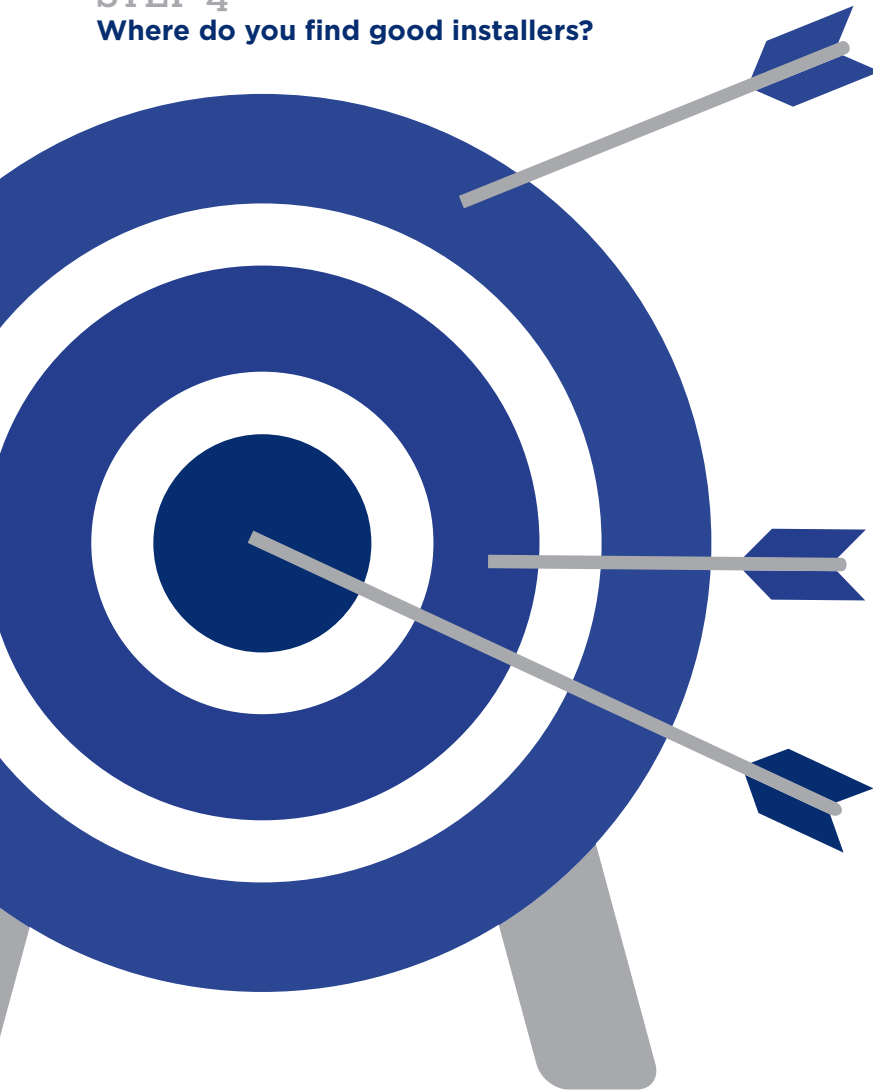
Con: Quality may suffer because they work too fast

Con: They may look for better money elsewhere

HYBRID: Salary plus incentives

STEP 4

Where do you find good installers?



GOOD

Advertise where your installers are searching for jobs:

Advertise online:

- Indeed
- ZipRecruiter
- Craigslist
- Monster
- Facebook
- Glassdoor
- Any local media with online listings

Advertise offline:

- Newspapers, both paid and free
- Radio or late-night TV
- Billboards or other signs
- Foreign-language media

BETTER

Advertise close to your office:

- Building signs and banners
- Announcements on your website
- Person on road holding a sign
- Magnetic sign on your trucks
- Job site signs

BEST

Focus on your circle of influence, those who know you:

- Promote from within
- Offer incentives to employees for referrals
- Ask friends and family
- Put the word out with customers
- Ask contractors and suppliers

STEP 5

Write an ad focused on benefits

Get inside the head and heart of an installer. Think like an installer. What do they want? What would make you work for your company? Turn every phrase into a benefit, if possible.

HEADLINE: Make your headline irresistible. For example, instead of saying Hiring fence installers say Hiring fence installers up to \$18/hour M-F w/benefits. (Long headlines with benefits work best.)

BENEFITS: Tell them everything they will get. Talk about wages, hours, benefits, working conditions, etc.

REQUIREMENTS: Be specific. Weed out unqualified workers. Talk about experience, types of fence, power tools, how much digging is needed, etc.

SELL THEM ON YOU: Answer their questions. Tell them why you are the best company to work for; how many years you have been in business; where you do most jobs; the types of customers you serve; etc.

APPLY: Tell them how to apply. Make your job application process simple and seamless. (If you want to see a sample of installer ads, go to www.indeed.com).

If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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