

# 10 Tips For Hiring The Right Staff For Your Super Small Business (And Ways To Retain Them!)



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Hi, I'm LynMarie,  
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Finding the best employees for your super small business doesn't have to be stressful. Follow these handy tips to quickly hire the people you need!

Many super small businesses have just the one member of staff....yourself! A lot of small businesses function very well with a sole proprietor, others may need a small team to complete necessary day-to-day business operations.

The key points here are to be *effective* and *efficient*. As a super small business owner, you often don't have time to commit to the hiring process. One of the most important things for a super small business is reducing waste. You

need to think about how much time and effort needs to be devoted to the hiring process and balance that with acquiring the right individual who will be able to learn the necessary skills to do the job.

### **Looking for help? Need help to find it?**

If you are ready to hire someone, here are some tips to consider to find the right fit for you and your business.



## **Ten Tips For Hiring In Super Small Biz**

### **1. No Rush, But I Need You**

It is very easy to hire someone on the spot when you have tasks that need to be done. That may turn out to be a blessing, but hiring in a hurry leads to throwing someone into a role they are not familiar with, or they just may not work out in the long term.

You don't have the time or the resources to continually replace people, and you shouldn't have to. So, your need might be urgent, but you still want to find the right person or people to become a part of your team.

## **2. Start Looking On Your Own Doorstep**

Some super small businesses are focused on serving the local community, while others are strictly online. Hiring people from your immediate area helps the economy, they will know the local surroundings well, and they have a shorter commute to get to your business location.

Fully online super small businesses have an additional obstacle in hiring virtual assistants and other individuals without seeing them face-to-face first. Give a potential virtual assistant a test assignment to see if they will fit well with you and your branding.

Someone you hire will likely know a lot of people, which could in turn help your business grow. Try local advertising or have a hiring sign at your business location.

## **3. Determine What You Need**

Where do you need help in running your business? The first thing that may spring to mind is "I can't do everything" which is true, but let's get down to what you need help with. If your business has a delivery service, you will want someone else available to do that.

Start by dividing the tasks by skill and interest, you may want to assign tasks to yourself that you enjoy. You may need someone to answer the phone, document events, create your website, or interact with customers. You can hire one person to cover those things or hire a few people to share the work.

## 4. Hire The Number Of People You Require

Every super small business has a smaller budget and this needs to be taken into consideration when you are hiring employees. You may hire two people instead of four if the two people can adequately cover what you need them to do.

You might hire part-time staff to begin with and increase their hours as your company grows or to suit your needs.

## 5. Can You Accommodate?

Every person you hire has a life outside of work or they may have other commitments to fulfill as well. When you hire someone, bear in mind to ask what hours they are available to work for your business. Consider what training you will need to provide for a new member of staff and the time you will need to invest.

Staff who are properly trained tend to perform better in their work and are more knowledgeable about serving your customers. This training also makes them more efficient in their work which saves your company money and reduces time wasting.



## **6. Ask The Right Questions**

You may need to interview a selection of people to narrow down who you need for your business. Make the interview conversation about sharing what your requirements are and what the potential employee can offer you.

Stay focused, for example, if you need to hire someone to deal with your marketing campaigns, you don't need to be discussing how to do payroll! Ask questions that are pertinent to the role needed and tasks needing to be accomplished.

## **7. Make Your Business A Happy Workplace**

Anyone who enters your business location should feel welcomed into a pleasant environment, and that includes your staff. Customers will feel the atmosphere as soon as they walk in or interact with your company, so you want their experience to be great every time.

Encourage your staff to work together as a team and value their input, such as allowing staff to make suggestions for improving a system or product. Ultimately, happy staff members want to come to work, and they add to the overall work atmosphere.

## **8. Be The Great Communicator**

A successful super small business operates with enhanced communication skills and strong leadership. Consistent communication between you and your staff is vital to accomplish tasks, take care of customer needs, and update on any changes that may occur.

Lack of communication or inaccurate information relayed causes conflict and stress and may result in you losing business. Communication is key with a super small business! Poorly

communicated objectives or tasks lead to the need to redo work and waste company resources, including time.

## 9. Check On Your Staff

Welcome new hires to your establishment and help them settle in quickly and comfortably. Periodically, you should desire to check on your staff and make sure they are okay. Sometimes a person, especially new, may have questions or have something they need to clarify about their job.

It can be very reassuring to your employees if they know they can ask things in a judge-free environment or feel appreciated if they go the extra mile. Thank the staff when they do a great job!

## 10. Rewards and Giving Back

There will be occasions where a sale didn't occur without a member of staff's invested time with a customer, or maybe an employee caught a mistake that would have otherwise created big problems. Be thankful for your staff and let them know they are valued too.

Provide space for employee breaks, provide snacks, and just ask your staff what their preferences are! This shows you are taking an interest in them and connecting with who they are.



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