

"Future Groomer" Recruiting Guidelines

Hire for Attitude and Let Paragon Help You Train Them for the Job!

THINK OF HIRING DIFFERENTLY!

Go Hire Rock Stars!

A new way to look at the hiring process is to turn your attention to hiring "future groomers". We have all searched high and low for good dog groomers and that search typically ends in no results or results that are less than desirable. It is not to say there are no good groomers out there, but if they are good, they are already employed and not looking for a new job. So, why not consider changing our approach?!

Seek out individuals who have the personality and work ethic potential and invest in their skills. Often times, these are the employees that stay with us longer, are more manageable, and who are happier doing what they do.

Future Groomer selection can be based on three criteria: interpersonal skills (attitude and culture fit), problem solving ability, a love and desire to work with animals, and technical proficiency potential. Look for these attributes from their past experiences and lifestyle.



STEPS TO HIRE
MORE GROOMERS



DON'T WAIT FOR THE PERFECT GROOMER TO COME WALKING IN YOUR FRONT DOOR LOOKING FOR A JOB. IF THEY ARE AVAILABLE, THERE MAY BE A REASON FOR THIS AND THEY MAY COME AT A HIGH COST

STOP
LOOKING
FOR
GROOMERS

1

It's time to think differently about hiring. Finding Dog Groomers has been an issue for decades.

HIRE
FUTURE
GROOMERS!

2

They're out there! Go find rockstars! Look for people who will fit in well with your business and your team. Hire manageable and teachable individuals.

EMBRACE
TECHNOLOGY

3

Now that you have found 'em, what do you do? Technology can help you develop your new hires, and the best part, you don't have to do all the teaching!

INVEST IN
THEM AND
YOUR
BUSINESS

4

Enroll your new hires in the Paragon Distance Learning Program. No more frustration losing time, money, and effort trying to find groomers.

SUPPORT
THEM

5

Create a place where people WANT to work and learn and you won't have to be afraid of losing them once they're trained. Engaged employees make loyal employees!

PARAGONPETSCHOOL.COM

SKILLS FOR SUCCESS INTERVIEW GUIDE

Consider using the following list of desired skills to develop an interview guide when looking for your "Future Groomers". Paragon has identified characteristics shared by our most successful students and staff in salons.

Interpersonal Skills

- Works well in a team or group
- Communicates effectively and positively
- Contributes and volunteers often

Problem Solving Abilities

- Capable of identifying and defining problems
- Able to explore alternative solutions
- Has shown an interest in involvement toward finding "better ways to do things"

Technical Proficiency Potential

- Has handled different types of equipment or tools
- Can provide examples of project accomplishments
- Isn't afraid to get dirty or sweaty and who understands what "clean" is

A Love and Desire to Work With Animals

- Knows the difference between "loving animals" and "loving what animals do"
- Shows an interest in improving the well-being of animals and providing care
- Understands the "not so pretty" side of animals including feces, urine, hair, etc.
- Has a genuine compassion for animals and the bonds between animals and people



HOW MUCH DOES IT COST?

A guide to help understand the actual return on investment in growing new groomers for your business!

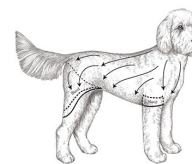
RETURN ON INVESTMENT CALCULATOR

\$2,500 INVESTMENT

this is the approximate cost of sending a student through Paragon's Distance Learning Program (complete with books and tools)



PRODUCTIVITY 5 'dpd'



dpd = Dogs Per Day
the approximate number of dogs a new graduate should be able to groom per day

\$50/avg TICKET PRICE

if we pay our groomers 50% gross profit per appointment is \$25 **\$25/\$25**

RETURN= 20 days

$\$2,500 \text{ investment} / \$25 \text{ gross profit} = 100 \text{ dogs}$
 $100 \text{ dogs} / 5 \text{ dpd} = 20 \text{ days!}$
(payback is even faster if compensation is less or dpd is higher)

START LOOKING AT HIRING DIFFERENTLY



distance
LEARNING
program

Grow your own groomers now!
Visit ParagonPetSchool.com

WHERE DO WE FIND "FUTURE GROOMERS?"

The search is on! Here are some helpful tips on where Paragon has heard some of the most appealing and willing "Future Groomers" can be found.

It is important that educational institutions, clubs, associations, and other community service providers know who you feel would make a great Future Groomer and that you are always looking for this type of person

School Guidance Counselors

- Not every graduating senior is interested in pursuing a collegiate path.
- Remember, dog grooming is a skilled trade and you're competing for this type of graduate with other trade schools and the immediate job market
- Remind guidance counselors that you are not just a business looking to hire someone, but you are investing in their future by offering training and a career path
- Stay familiar with guidance counselors so you are top of mind when they have a student with these qualities
- Ask to be involved in college or job fairs at the school

4H and Horsemanship Clubs

- These individuals possess unique qualifications that equip them for success in a dog grooming profession
- Working outdoors and especially with horses are signs of compassionate but hard working individuals who understand various aspects of animal care

Scouting Organizations

- Long term scouting involvement shows dedication, discipline, preparedness, and adaptability...all signs of a good hire in this business

Veterinary Hospitals and Schools

- Some employees or students in these situations may be looking to supplement their income or education
- Some may even consider a different path once exposed to the grooming profession

Job Fairs and Community Events

- Be seen. It may mean setting up a table and creating inexpensive flyers that allow you to be known and that you are not only employing, but investing in your employees.
- Be heard. Network with as many people (mostly outside of grooming) as you can so everyone knows about you. A friend of a friend of a friend is a remarkable but credible path to finding individuals that may be perfect in your business. Even consider emailing your database of clients.

