

Successfully Retaining your RA's

Your Recruiting Assistants are your Most Valuable People (MVP's)! You invest a lot of time and money into them so it is important that you maximize their length of employment whilst ensuring that they maintain productive recruiting standards.

They are your employee and are a completely different ballgame to your reps.

Here are some tips & tricks to maximize RA retention:

1. BE THEIR ROLE MODEL! They need to respect you so KNOW VectorLive through and through. You don't need to be the best at it (that's why you have them!) but you must be able to have REAL experience in order to understand their concerns and questions. If you can't answer it, then reach out to somebody that can!
2. KNOW & APPRECIATE THEM! Have them fill out a get to know you sheet when they first start. They will appreciate you for the little things; having their favourite can of pop in the fridge or leaving them sticky-notes on their desk. When they have a great show – text them and let them know! These little things will help tie them into the success of the office. They must feel comfortable approaching you so invest the time in letting them get to know you a little bit as well...
3. INCLUDE THEM IN EVENTS! They are your MVP's and you need to invest time in them!
 - a. Cutting clinic – introduces them to the new reps & prepares them for PR names
 - b. Conferences (where possible)
 - c. Team nights & management meetings
4. SET UP CONTESTS! These don't need to be expensive but it ties them into the office goals. They are calling people day in and day out using the same approach. This can become monotonous so it is important to give them goals to work towards. They need to be encouraged & reminded daily in order to keep them productively working towards it.
5. MEET WITH THEM! 15-minute miracle morning meetings... (Longer on Fridays)
 - a. Performance review – pros & cons (sandwich everything!)
 - b. Daily/weekly goals
 - c. Focus/tip for the day (Jake Coon's handout)
 - d. Have them share their BPD

Meeting with them each morning gets them in the right frame of mind for the day and they appreciate you taking the time out of your busy day to invest in them.

6. CREATE A CONSISTENT & PRODUCTIVE WORK ENVIRONMENT! They are YOUR EMPLOYEE so they require a stable work environment.
 - a. Pay them consistently (they should never have to ask for their pay check)
 - b. Provide stable hours for them and a schedule that they know in advance
 - c. Make sure that their desk is always kept clean as that is their space
 - d. Maintain integrity by following through with your statements

Creating a fun, productive, safe & comfortable environment where your RA feels valued & respected will help you retain them.

However, choosing & training them effectively cannot be underestimated.