



12 Tips for HVAC Companies to Attract and Retain the Best HVAC Technicians

The country overall may have nearly a 10% functional unemployment rate, but there are some careers that are struggling to find enough qualified candidates to fill out their recommended job cards. What industry is this, when all you generally hear about are the high rate of unemployment and under-employment? It's the skilled trades, such as HVAC technicians. Not only are companies having a hard time getting these positions filled, they're having a harder time keeping good technicians so creating a hiring strategy is imperative to ensure stellar ongoing service – or you risk losing customers to a competitor. Learn how to get (and keep!) the technicians who are your competitive advantage, and the face of your business to your customer.

1. Define Your Values

Take the time to fully articulate the key values of your business, and be intentional about finding individuals who will not only fit within those values, but embrace them.

2. Find them Young

Start looking to trade schools and referrals for younger candidates who are interested in making a career as HVAC technicians. You can then groom and train them to your company's culture.

3. Word of Mouth

One of the best recruiting tools is people that your team already enjoys being around. Chances are, if your current team members are willing to recommend them, you'll find someone who is more likely to stay and work hard to live up to their recommendation.

4. Network Relentlessly

Working with schools doesn't mean just posting on the job boards and considering your work complete. Instead, form relationships with career officers at local schools – staying in contact will let you be top of mind when they have an outstanding candidate to place.

5. Barter for Excellence

Let local education partners know that once they have a stellar candidate to recommend, you're willing to return the favor in a way that makes sense – maybe hire interns, host luncheons for students and more.

6. Extensive Screening

Take the time and effort upfront to ensure that an employee is a more-than-good fit for your organization. Screening tests, personality tests, written and oral exams – all of these tools are good ways to ferret out the best potential employees to call in for an interview.



7. Sell Your Company and Culture

In order to hire the best you must operate like the best. It is important to know why people like to work for your company. What are the perks you offer? What are the growth opportunities? Changing jobs is one of the most important decisions someone will make. Your future employee wants to know you will support them, help them grow, and care about them and their family. Consider including staff other than hiring managers in the hiring process. This helps you judge overall corporate fit, to see if a candidate will be able to excel within the team.

8. Hire Good People

You'll find that you can train for the majority of technical skills, but you can't hire personality or honesty. If you have someone who will be in a secured location, such as a government building, then you'll have extra levels of background checks to be performed. The same goes for people who are the face of your business – you don't want them to be ill-tempered grouches, even in the face of less-than-perfect conditions with customers.

9. Dedicated Time for Recruiting

Recruiting is a full-time job for at least one full-time employee. To thoroughly network and canvas the market takes a lot of time. If you have a Human Resource Manager with a lot of other duties, having them recruit as well can be very time consuming. Consider hiring a full time recruiter on staff or seek outside recruiting firms **Contact Schaper Associates**. Human resources work can be thankless, but offering your HR team an incentive for recruiting, wooing and hiring the best can be a powerful way to get just the employees that you need – and get them in quickly.

10. Take Care of Your Rockstars

Getting a good employee in the door and on the road is only the first step – now you have to keep them happy. Provide continual opportunities for learning and self-growth, and you'll combat the stagnation that can come from doing the same task over and over again.

11. Sweeten the Deal

Check out your competitor's pay scales and incentives, and offer just a little more – even if it means you have to raise rates just a bit. The additional word of mouth that you'll get from pleasantly surprised customers will more than offset the small investment you've made in growing your team.

12. Cultivate a Positive Culture

Be slow to hire, quick to fire, and act at lightning speed to reward good workers – those are some of the first steps towards building a positive culture that will help your team thrive.

Keep your team motivated and empowered, and you'll be well on the way to hiring HVAC technicians that will not only stay with your company, but who will help the company thrive.