



# How to Hire, Train and Keep the Best employees for Your Small Business

*Dianna Podmoroff*

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## **How to Hire, Train and Keep the Best employees for Your Small Business** Dianna Podmoroff

Ask any manager today and they will say their biggest concern is the competition for talent, good employees. The business costs and impact of employee turnover can be grouped into four major categories: costs resulting from a person leaving, hiring costs, training costs, and lost productivity costs. The estimated cost to replace an employee is at least 150 percent of the person's base salary. As you can see managers must learn to hire, train, and keep your employees highly motivated.

Every organization needs a system for hiring, training and keeping superb employees and that is exactly what you will get from this new book. You will learn to create a workplace full of self-motivated employees who are highly purpose-driven. You will learn the fundamentals of sound hiring, learn how to identify high-performance candidates, and how to spot evasions and even out well well lets call it what it is, lies.

The book contains a wide assortment of carefully worded questions that help make the process more effective. Innovative step-by-step descriptions of how to recruit, interview, hire, train and KEEP the best people for every position in your organization. The book is filled to the brim with innovative and fun training ideas (that cost little or nothing) and ideas for increasing employee involvement and enthusiasm. When you get your employees involved and enthused you will keep them interested and working with you, not against. With the help of this book get started today on building your work place into one that inspires employees to do excellent work because they really want to!

Numerous case studies and examples show how you can create an environment in which employees feel passionate about their jobs. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com)

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