



Recruiting and Retaining an Automotive Service Technician



Go Further

Introduction and Contents

A Successful Service Department = A Successful Dealership

An Automotive Service Technician is an important part of a dealership. Technicians interface directly with your customers, who return for service based on their positive experience and interactions with the service department. There are direct benefits of intentionally building and investing in your future workforce. It's the most cost-effective way to build your dealership. Remember, your workforce defines your success.

The more you are involved, the more you can affect how you recruit, hire and mentor technicians to ensure success. By offering internship and paid co-operative work placement opportunities, you can “test drive” your prospective new employees. Consider partnering an experienced technician with your new hire to polish their skills. Remember, prospective employees are assessing *you* as an employer as well. Your involvement is essential to ensure successful service department staffing.

How Do I Attract Technicians?

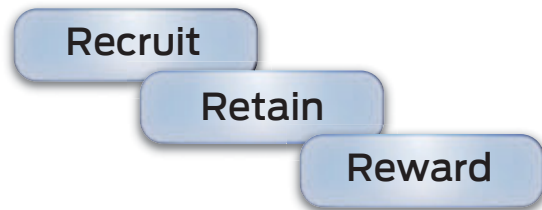
By offering benefits and growth opportunities, you will attract higher potential candidates.

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Choose methods and places to look for high potential technicians.

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How Do I Retain Technicians?

You have the power to build a strong relationship that will go a long way towards assuring employee loyalty.

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How Do I Attract Technicians?

Competitive Wages / Benefits



What is the current rate for minimum wage?

What are competitive dealership and fleet shops paying?

What are retail establishments like a local hardware store or fast food restaurant paying?

Consider that graduates of automotive technician programs have invested 1-2 years and a significant amount of money, so the starting salary they expect to receive should be well above minimum wage. Minimum wage could be appropriate pay for co-op students or interns who are working for you while attending school.

In addition to a competitive salary, prospective employees are looking for a comprehensive benefits package. This includes a healthcare plan, vacation time, retirement benefits, life and disability insurance, regular appraisals and pay raises. Offering competitive pay and benefits will not only help you attract the best technicians, it will also help you retain them.

Tuition Reimbursement

Paying for school is one of the biggest challenges faced by students, so they appreciate and truly value an employer who is willing to help fund their education. They're also more likely to be loyal and highly engaged in your business if tuition assistance is provided.

You can go about this in several ways. Here are some suggestions:

- Contribute to monthly student loans for a specified amount of time during their employment with you
- Reimburse student loan payment on a yearly basis
- Reward a tuition reimbursement flat amount based on performance reviews
 - *It is wise to develop an agreement form to establish amount and timeline*
 - *Cut as a separate check or pay the school directly*

Tool Starter Kit or Reimbursement



An appropriate set of tools requires a large investment. This can be a daunting task. Consider offering some form of financial assistance to help new technicians entering the field.

There are numerous ways to offer assistance:

- Offer a set of tools as a sign-on incentive or after a specified amount of time that they are employed with you
- Provide a starter set of tools and deduct a specified amount from their paycheck until it is paid off

Many suppliers provide tools at a discount while the student is still in school.

How Do I Attract Technicians?

Relocation and Housing Assistance



Moving away from home is a big step- both emotionally and financially. Expenses add up quickly. Offering to help pay for some of these costs is a great way to attract the top talent.

Examples of costs to reimburse are:

- A specified portion or all of the moving expenses
- House-hunting trips for employee and spouse
- Temporary housing at new location

Local Attractions

If your community offers attractions such as watersports, hunting, or other activities, consider highlighting these types of things, as it would aid in attracting potential candidates.

Signing Bonus



Signing bonuses are one-time payments given when an employee begins a new job. Signing bonuses are commonly used in fields where the demand is strong. There is a lot of competition for technicians in today's environment, so this is an option worth considering.

UTI Hiring Incentive Team

Our partner, Universal Technical Institute (UTI), would like to help you gain the edge in recruiting, hiring and retaining the top talent graduating from the Ford FACT program. The Ford dedicated employment team at UTI's Home Office can help you to establish a dealer specific program.

They will:

- Provide individualized assistance in developing a comprehensive hiring package to attract top talent
- Actively market your dealership at their nationwide network of campuses
- Provide access to local campuses for you to conduct interviews

Attract the best by contacting UTI's Hiring Incentive Team at 855 750-9308 or at HiringIncentiveTeam@uti.edu

Where Do I Look for Technicians?


Search for Candidates Online





First and foremost, you can use this private network to find profiles of current and future graduates in your area: NewFordTech.com. Click on Technician Locator.

Post Job Openings using Technician Talent Network



Post a job opening that can be accessed by our network of over 1,000 trained students across the country: NewFordTech.com. Click on , then click [Post Job Opening](#)

Posting Online- What **NOT** To Do

Technical Career Entry Program  | **FORD SERVICE**  | **LINCOLN SERVICE**

[Home](#) [Experience](#) [Programs](#) [Careers](#) [Ford Users](#) [FAQ](#)

General Service Technician

[Search Positions](#) [Home](#)

Dealership Information	About the Dealership
Name XYZ Ford Lincoln	Mid sized dealer with growing counts in need of Techs in all areas
Salary \$18.50-\$19.50 (Hourly)	Position Details Elec. & AC experience
	How to Apply bill@xyzfordlincoln.com

The above example is clearly vague and non-descriptive.

It is important to include a salary range and describe the benefits of working at your dealership.

Sharing information about local attractions will also draw a larger range of graduates and potential candidates who might be looking to relocate.

Position details should include examples of expected job duties and requirements.

See the next page (5) for an example of a thorough and well-written job posting.

Sample Job Posting

What TO Do

Technical Career Entry Program



FORD SERVICE



LINCOLN SERVICE

[Home](#) [Experience](#) [Programs](#) [Careers](#) [Ford Users](#) [FAQ](#)

General Service Technician

[Search Positions](#)

[Home](#)

Dealership Information

About the Dealership

Want to earn a competitive wage, yet live in a small town with world-class fishing, hunting, and outdoor opportunities? We are a fast growing Ford dealership looking for Automotive Service Technicians.

Name

XYZ Ford Lincoln

We have multiple employees with 15+ years at our dealership ready to help you excel and grow in a team oriented environment. We will even help fund your ongoing training.

Availability

Immediate

Salary

\$15.00-\$25.00

(Hourly)

Location

Roseau MN, USA

Position Details

- Diagnose, inspect and test vehicle systems including engine, transmission, electrical, steering, suspension, brakes, shock and strut replacements, air conditioning, etc.
- Perform work specified on maintenance and repair orders with efficiency and in accordance with dealership standards
- Provide labor and time estimates for additional automotive repairs; complete necessary paperwork and documentation
- Explain mechanical diagnosis and required repairs in non-technical manner to service advisors and customers
- Inspect and test new vehicles and record findings so that necessary repairs can be made
- Perform safety inspections and perform light maintenance such as lube, oil change and filter service
- Perform fluid exchanges including brake, coolant, power steering and transmission
- Maintain inventory of required hand tools
- Continue ongoing company and manufacturing training to stay current with changing technology and new vehicle models

Benefits

- 401K, Paid Vacation, Medical, and Dental
- Tuition Reimbursement
- Tool Starter Kit and Reimbursement
- Relocation and Housing Assistance
- Signing Bonus

Requirements for Position

- Experienced and aware of latest automotive technologies
- Working knowledge of shop equipment such as wheel and tire, alignment, A/C and diagnostic equipment
- Problem solver, team oriented, flexible, high energy
- Skilled in customer service
- Valid driver's license
- Automotive Service Excellence (ASE) certification a plus
- Ford certified credentialing a plus

How to Apply

- Email resume to John Smith at john.smith@xyzford.com



Where Do I Look for Technicians?

Reach Out to High Schools and Colleges



Build a relationship with local high schools and colleges that offer automotive technology classes. We recommend NATEF certified schools: www.natef.org

- Contact these schools to find out if they have Career Day events
 - Send a representative from your dealership to talk about the benefits of becoming an Automotive Service Technician
- Offer summer work, co-op, internship, or apprenticeship programs
- Become a member of a school's Automotive Advisory Board
- Donate vehicles or components to schools to help build the relationship
- Connect with automotive technology instructors to promote benefits of working for a Ford/Lincoln dealership
 - Offer to host a student technician career information day at your dealership
 - Distribute brochures and flyers- see samples below

Attract students to YOUR dealership

Our preferred vendor will customize these templates by inserting your contact information and a photo of your dealership.

Order at <http://tcepbrochure.com/>

(insert picture of your dealership)
This Could Be Your Career

Is this for me?
If you love technology, working on cars, solving mechanical problems, helping people, then YES!

Automotive Service Technicians are in demand!
As the automotive service industry continues to grow, job opportunities are increasing. Today's vehicles are more technically advanced and use complex systems to control vehicle functions. Technicians require computer and mechanical skills using sophisticated testing equipment to diagnose vehicles.

A solid career path
A technician is extremely valuable in a dealership. They have direct interaction with customers who are on their side for safe driving vehicles.
Choosing this career path gives you:
• A stable and profitable career with potential opportunities to become a Master Tech, Shop Foreman, Service Manager or even a General Manager
• Challenging work in a safe work environment

Ford's long term commitment
Ford and Lincoln are committed to finding and retaining the best possible automotive technicians. We invest in offering unique Ford Technical Career Entry Programs which provide Ford specific training that earns the dealer technicians needed. We also support our technicians with:
• Paid tuition training
• A Technician Incentive to help receive challenging repairs
• An incentive with the bonus of Ford/Lincoln vehicle information and updates
• A Technician Recognition program

We're here!
We at XYZ Dealership welcome the opportunity to work with you. Join our team after completing the training program and start your career path as a Ford/Lincoln Automotive Technician. We offer many benefits and growth opportunities:
• Tool starter kit / Tool reimbursement
• Salary advancement
• Relocation assistance
• Sign-on bonus
• Marketing program

XYZ Dealership | 123 Main St, Detroit, MI 48226 | 800.555.0000

8 1/2" x 11"
2-sided flyer

Become a Certified Auto Technician!

Are you looking for a career in the automotive industry? If so, there is one career path that is in high demand and growing rapidly across the country, there is sure to be one near you!

With access to extensive training programs offered by our dealerships, your learning experience is thorough and fulfilling. Graduates of our programs shared their motivation for building their career at a Ford and Lincoln dealership:

"We are well treated by our managers and they appreciate our ideas."
"It's a great work environment and an life helping our customers."
"We receive recognition, support and job security!"

These are powerful statements in an industry that is competitive and in high demand. Choose the program that best fits YOU!

<p>ASSET</p> <p>You'll spend 6-12 weeks in a national automotive training program followed by a 15 week experience career focusing on Ford retail work, maintenance and light repair.</p>	<p>fact</p> <p>You'll spend 1 year gaining general automotive knowledge followed by a 15 week experience career focusing on Ford retail work, maintenance and light repair.</p>	<p>Maintenance & Light Repair</p> <p>You'll spend 9-12 months in a national automotive training program followed by a 15 week experience career focusing on Ford retail work, maintenance and light repair.</p>
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What do I learn?

<ul style="list-style-type: none"> • Gasoline Engine Repair and Performance • Steering & Suspension • Climate Control • Brake Systems • Diesel Engine Repair and Performance • New Model Training 	<ul style="list-style-type: none"> • Steering & Suspension • Electrical Systems • Climate Control • Brake Systems • Diesel Engine Repair and Performance • New Model Training 	<ul style="list-style-type: none"> • Steering & Suspension • Electrical Systems • Climate Control • Brake Systems • Diesel Engine Repair and Performance • New Model Training
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Where do I go and how do I sign up?
Choose from community colleges in the US at www.newfordtech.com/schoollocator. Contact the local dealer.

Go Further

(insert picture of your dealership)
This Could Be Your Career

Is this for me?
If you love technology, working on cars, solving the problems of parking, driving, and helping people, then YES!

Automotive Service Technicians are in demand!
As the automotive service industry continues to grow, job opportunities are increasing. Today's vehicles are more technically advanced and use complex systems to control vehicle functions. Technicians require computer and mechanical skills using sophisticated testing equipment to diagnose vehicles.

Why should I consider this career?
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Go Further

Prepare for a Career Fair Event

Not sure what to expect from a career fair event?
Unclear about how to prepare and what to bring to the event?
Visit our [Prepare for a Career Fair Event](#) section on NewFordTech.com for assistance.

Where do I Look for Technicians?

Choose our Ford Technical Career Entry Program (TCEP) Graduates

Ford Motor Company is doing its part by training future technicians through one of our Technical Career Entry Programs.



Schools within the Ford Technical Career Entry Program deliver the Service Technician Specialty Training (STST) credentials that Ford and Lincoln dealerships require.



The extensive training and certifications earned prepare students for the complex systems and vehicle functions they will encounter in the workforce.



How long does it take them?



They alternate between learning in the classroom and gaining hands-on training at a Ford or Lincoln dealership over a 24 month period.

They spend 1 year gaining general automotive knowledge followed by a 15 week capstone course focusing on Ford curriculum.

They spend 9-12 months in Ford Factory training to prepare you for an entry level technician position at a Ford or Lincoln dealership, or a Quick Lane Tire and Auto Center

What do they learn?



- Gasoline Engine Repair and Performance
- Steering & Suspension
- Electrical Systems
- Climate Control
- Manual Transmission
- Automatic Transmission
- Brake Systems
- Diesel Engine Repair and Performance
- New Model Training

- Gasoline Engine Repair and Performance
- Steering & Suspension
- Electrical Systems
- Climate Control
- Brake Systems
- Diesel Engine Repair and Performance
- New Model Training

- Steering & Suspension
- Electrical Systems
- Climate Control
- Brake Systems

What do they earn?



An Associate's Degree in Automotive Technology and up to 100% of Ford's Service Technician Specialty Training.

An Auto Tech Certificate and up to 70% of Ford's Service Technician Specialty Training.

An Auto Tech Certificate and up to 25% of Ford's Service Technician Specialty Training.

How Do I Prepare for an Interview?

Be Prepared with Questions

Asking the right questions at a recruiting event or during the interview process will help you find the best candidates.

Be sure to have questions prepared to draw out skills required for the specific position, with questions for topics around:

- Customer service and relationship building
- Effective communication
- Problem resolution
- Teambuilding and working with others
- Ability to make quick decisions
- Motivation
- Self-improvement and desire for growth

Allow candidates to ask questions as well so they have the opportunity to assess the benefits of working at your dealership. Ensure you are prepared to answer questions about the dealership's benefits package and career advancement opportunities. It will help for both sides to understand expectations.

How Do I Retain Technicians?

Recognition Incentives



Recognizing the efforts of employees goes a long way. Listening to their ideas results in commitment, and a strong team.

Examples of methods to reward employees are:

- Give verbal recognition at team meetings
- Display technician's name, title and level of certification in their work area
- Distribute certificates and awards
- Give them Ford/Lincoln promotional items
- Offer financial bonuses

Mentorship Programs

Having a mentor during the first few months will be critical to the success of a new technician.

Suggestions are:

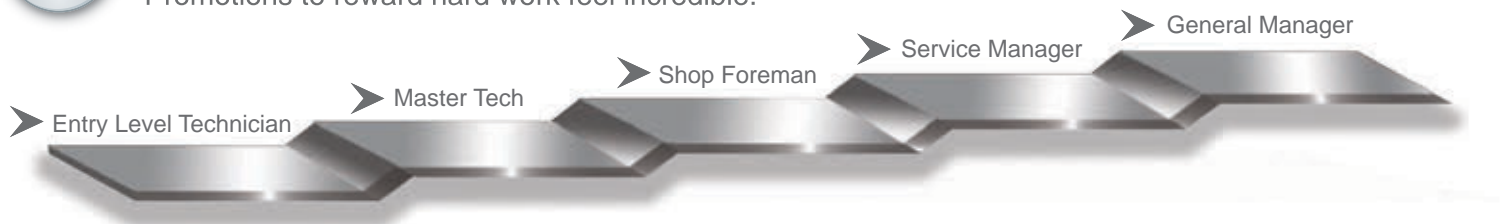
- Choose a senior level technician to mentor and guide him/her
- Establish a training plan
- Treat each with appreciation and keep communication open to build a strong relationship
- Develop a plan to measure expected outcomes and success
- Have their mentor be an active listener
- Be dedicated to the success of both of them
- Let them step outside of their comfort zone
- Have their mentor evaluate progress daily or weekly

Incremental Raises and Promotions



Yearly raises are a rewarding way to retain technicians.

Promotions to reward hard work feel incredible.



Offer a Solid Career Path

A technician is extremely valuable in a dealership. They have direct interaction with customers who rely on their advice for safe running vehicles.

Be sure to offer them growth opportunities, and a stable and lucrative career path they can work towards. For them, the potential to earn a six-figure salary is attainable and motivating.

Appendix-Tuition Reimbursement Agreement



XYZ

Tuition Reimbursement Agreement

Employee Name: _____ David DeAngelo _____
Department: _____ Service _____
Title: _____ General Service Technician _____
Title Code and Pay Grade: _____ AGS2 _____
Hiring manager's Name: _____ Terry Gallagher _____

XYZ Ford is pleased to reimburse student loan payments of \$250 per month up to a total of \$9,000 for tuition expenses incurred for Automotive Service Technician Training. These payments will be paid in a separate check and will begin after successfully completing a 90-day employment review period.

Tuition payments are taxable, and all regular payroll taxes will be withheld. In the event that you leave XYZ Ford within 39 months of your hire date, all future payments will cease.

David DeAngelo

Employee Signature

1/11/16

Date

Terry Gallagher

Hiring Manager

1/11/16

Date

XYZ Ford
555 86th Street
Brooklyn, NY 11228

877 808-0000
877 804-0000
www.xyzford.com

Appendix-Tool Starter Kit Agreement



XYZ

Tool Starter Kit Agreement

Employee Name: Sean Wriy
Department: Service
Title: General Service Technician
Title Code and Pay Grade: AGS2
Hiring manager's Name: James Branson

XYZ Ford agrees to gift a complete set of tools to Sean Wriy upon his first day of new hire orientation. The complete set will remain the property of XYZ Ford until after you have completed 12 months of employment at our dealership. The tool box is valued at \$1,200.

Sean Wriy

Employee Signature

1/11/16

Date

Terry Gallagher

Hiring Manager

1/11/16

Date

XYZ Ford
555 86th Street
Brooklyn, NY 11228

877 808-0000
877 804-0000
www.xyzford.com

Appendix-Tool Reimbursement Agreement



XYZ

Tool Reimbursement Agreement

Employee Name: Marty Johnson
Department: Service
Title: General Service Technician
Title Code and Pay Grade: AGS2
Hiring manager's Name: Peter Smith

XYZ Ford agrees to reimburse Marty Johnson for tooling expenses incurred while working as an Automotive Service Technician at XYZ Ford. We agree to reimburse \$100 per month for up to 12 months during employment with our dealership. These payments will be paid in a separate check and will begin after successfully completing a 90-day employment review period. Tool reimbursement payments are taxable, and all regular payroll taxes will be withheld.

Marty Johnson
Employee Signature

1/11/16
Date

Peter Smith
Hiring Manager

1/11/16
Date

XYZ Ford
555 86th Street
Brooklyn, NY 11228

877 808-0000
877 804-0000
www.xyzford.com

Appendix-Relocation Reimbursement Agreement



XYZ

Relocation Reimbursement Agreement

Employee Name: Chris Smith
Department: Service
Title: General Service Technician
Title Code and Pay Grade: AGS2
Hiring manager's Name: Tony Anderson

XYZ Ford is pleased to offer relocation reimbursement of up to \$3,000. Upon submission of receipts, the reimbursement will be paid in one lump sum in a separate check on the next regularly scheduled pay date. The relocation reimbursement is taxable, and all regular payroll taxes will be withheld.

Chris Smith

Employee Signature

1/11/16

Date

Tony Anderson

Hiring Manager

1/11/16

Date

XYZ Ford
555 86th Street
Brooklyn, NY 11228

877 808-0000
877 804-0000
www.xyzford.com

Appendix-Signing Bonus Agreement



XYZ

Signing Bonus Agreement

Employee Name: Diego Smith
Department: Service
Title: General Service Technician
Title Code and Pay Grade: AGS2
Hiring manager's Name: James Bellingham

XYZ Ford is pleased to offer you a signing bonus of \$1,000. This bonus will be paid in one lump sum in a separate check on the next regularly scheduled pay date after you start employment at XYZ Ford. The signing bonus is taxable, and all regular payroll taxes will be withheld. In the event that you leave XYZ Ford within 12 months of your hire date, you will be responsible for reimbursing the company for the entire signing bonus.

By signing this agreement, you authorize the company to withhold this amount (\$1,000) from any final pay you receive upon early termination of employment.

Diego Smith
Employee Signature

1/11/16
Date

James Bellingham
Hiring Manager

1/11/16
Date

XYZ Ford
555 86th Street
Brooklyn, NY 11228

877 808-0000
877 804-0000
www.xyzford.com

Appendix-Comprehensive Hiring Package



XYZ

"We value our Technicians"

XYZ Ford was founded by Bob Smith in 1967 to provide quality Ford vehicles to the area. Mr. Smith started his career in the car business fixing cars, and our technicians and service staff have been a main pillar of our business ever since.

The Company

Established in 1967

#1 volume dealer in the Springfield area

Air-conditioned shop featuring 35 service bays and state-of-the-art equipment

The Package

Tuition Reimbursement: \$500/month for 6 months, beginning after 90 days of employment

Tool Voucher: \$1,000 tool voucher after 90 days. Additional \$1,000 vouchers available based on completion of Ford certifications.

Relocation: Up to \$2,000 in relocation assistance available based on need. For candidates not requiring tuition reimbursement, XYZ Ford offers \$1,000 retention bonuses for the first 4 years.

The Conditions

Completion of the UTI Automotive, Diesel or Auto/Diesel program and in good standing with UTI completion of the Ford FACT Advanced Training.

Attendance requirement: 95%

Professionalism requirement: 97%

Incentive programs and employee eligibility are at the discretion of the employer and available at select locations. Special conditions may apply. For specific incentive package details, please direct your questions to the employer. XYZ Ford cannot guarantee employment or salary.

XYZ Ford
555 86th Street
Brooklyn, NY 11228

877 808-0000
877 804-0000
www.xyzford.com

Appendix-Sample Interview Questions

Asking the right questions at a recruiting event or during the interview process will help you find the best candidates.

Basic

- What attracted you to this dealership?
- Why did you choose this field?
- What were the responsibilities of your last position?
- Give examples of ideas you've had or implemented.
- What techniques and tools do you use to keep yourself organized?
- Tell me about your proudest achievement.
- Give an example of an important goal that you set in the past.
 - Talk about your success in reaching it.
- What are three positive things your last boss or co-worker would say about you?
- Give an example of something that you've been told you could improve upon.
- What's the most important thing you learned in school?
- If you were interviewing someone for this position, what traits would you look for?
- Where would you like to be in your career five years from now?

Behavioral

- Give me an example of how you led a team.
- Give me an example of a time that you felt you went above and beyond the call of duty at work.
- Have you ever been on a team where someone was not pulling their own weight? How did you handle it?
- How do you handle working with people who annoy you?
- If I were your supervisor and asked you to do something that you disagreed with, what would you do?
- What assignment was too difficult for you, and how did you resolve the issue?
- Describe how you would handle a situation if you were required to finish multiple tasks by the end of the day, and there was no conceivable way that you could finish them.

Appendix-Sample Interview Questions

Customer interaction

- Give a specific example of a time when you had to address an unsatisfied customer.
 - What was the problem and what was the outcome?
 - How would you assess your role in defusing the situation?
 - What if anything would you have done differently?

Communication

- Tell me about a time you had to explain a complex technical problem to a person who did not understand technical jargon?
- Alternative: Give the interviewee a specific technical problem and ask him/her to explain it to you.
- Keeping others informed of your assignments helps them feel comfortable. Describe your methods for keeping your supervisor advised of the status on assignments.

Technical

- Tell me about a time you had a complex technical problem to diagnose.
 - How did you go about it?
 - What resources did you use?

Remember ...
the millennial
generation
comes with
unique skills
- a combination
of technical,
computing,
and automotive
knowledge.

