

Breaking Through the Complexity of Recruiting, Selecting & Hiring Service Professionals

The pandemic has increased the complexity and difficulty of recruiting and hiring service professionals. This session will help you successfully navigate the changing landscape by exploring how the role of the service professional has changed and evolved, how customers' expectations have shifted, and why not all route and service roles are the same, requiring today's employers to carefully define the proper metrics for selection of each position to effectively recruit and hire right.

This meeting will explore trends and changes in the industry and why the traditional route driver is no longer a complete definition of today's service professional. Technology, keywords, social networks, and the web have changed recruitment and the strategies required to effectively recruit and hire in a highly competitive marketplace.

As a leader in the textile rental marketplace, Growth Dynamics (GDI) has been supporting leadership efforts in sales and service selection for over 20 years. GDI will share proven methodologies for what is working, provide takeaways for effectively defining the role of service, and show you how to recruit and retain the right team members.

Gaining the Voice of Participants - Growth Dynamics will engage participants in an online survey designed for the group to gain their "voice", understand the challenges each company is facing in service, selection or other related key topics, and also attract or define important topics or insights to enhance the event.

Session Highlights

- How recruitment and technology have collided increasing the complexity of attracting service professionals.
- How defining the "picture" of top performance in service impacts recruitment.
- Research and studies of the right skills, attributes, motivation and FOCUS needed for success in service.
- Participants' perception of top performance in the route service role in their company.
- Recruitment strategies that help managers effectively attract and recruit the "right" team members.
- Utilizing advanced service-focused assessment to define FIT.

About the Speaker : Ty Swain

Ty Swain is the Founder and CEO of Growth Dynamics (GDI), established in 1989. Mr. Swain is the expert leader behind GDI's solutions and programs and speaks on a national basis to many of today's leading associations, trade organizations and industry events sharing trends, what is changing on the customer landscape, and its impact on today's sales and service organizations. As a leading expert in sales and service performance, benchmarking and selection, Swain has spent his entire career focused on sales and service selection, performance, territory optimization, field sales leadership, and developing methodologies that optimize leadership efforts to hire and develop the "right" people that FIT and perform. His in-depth level of experience shapes the comprehensive solutions that GDI offers to leading sales and service organizations in North America.



Agenda

Wednesday, January 26

5:00 PM - 6:00 PM

Networking Social

Thursday, January 27

7:30 AM - 8:00 AM

Breakfast

8:00 AM - 12:00 PM

Breaking Through the Complexity of Recruiting,
Selecting & Hiring Service Professionals

12:00 PM - 1:00 PM

Lunch

1:00 PM - 3:00 PM

Breaking Through the Complexity of Recruiting,
Selecting & Hiring Service Professionals

3:15 PM - 4:00 PM

SECURE Group Roadmap

6:00 PM - 8:00 PM

Group Dinner: Biga on the Banks

Friday, January 28

7:30 AM - 8:00 AM

Breakfast

8:00 AM - 10:30 AM

Best Ideas & Critical Issues

Accommodations

Westin Riverwalk

420 W Market St.
San Antonio, TX 78205
210-224-6500

CSC room rate: \$169 per night (rate is available 3 days pre/post meeting)

Book online at:
<https://tinyurl.com/securejan22>



Reservation Deadline: January 4th

Health & Safety Guidelines

Hosting a safe event is our top priority. To ensure that our attendees feel comfortable and safe, attendees will be asked to complete our Live Event Waiver prior to departure (emailed upon registration) and to complete a form on-site that attests that they are free from COVID-19 symptoms and have either had full COVID-19 vaccination or a negative COVID test.

As of 11/18/2021 masks are currently recommended but NOT required in San Antonio or at the Westin Riverwalk. We will keep all attendees informed on this fluid situation. Please visit our website to learn more about our safety plan and the guidelines in place for this meeting. CSCNetwork has created a Duty of Care as a commitment to our guests.