

Having trouble getting qualified candidates to respond to your job posting? It could be the job posting itself is the problem. Traditionally, job postings have stated the basics of the job: skills needed, title, experience and your location. In today's recruitment environment, you need to sell your company and your position in order to capture the attention of potential candidates. If you want your posting to be effective, the following elements are what candidates want to see.



**PT WORK Force<sup>SM</sup>**

## Inside Sales Associate

### ABOUT US

PTDA Bearings is a small family business that believes our employees are part of the family and our company is part of the community. From our central location for the past 84 years, you may have seen us pitch in at the local food bank, sponsor a Little League team and hold a holiday open house for the community. We are offering an opportunity to join our team as an Inside Sales Associate.

### OUR VALUES

Our mission is to keep our customers coming back and saying good things about how they were treated. As the first face our customers will see when they enter our building, you'll set the tone for their experience.

### THE JOB

You'll have to make on-the-spot decisions to keep customers happy and become an expert on which bearing is used for what purpose. You will:

- Greet customers in person and on the phone to make them feel welcome
- Ask questions and provide customers' with recommendations for product selection
- Enter orders through our system and, for in-person pick-up, ensure the order is ready when the customer is expected

### WHO WE ARE LOOKING FOR

The ideal candidate for this critical position cares about helping people and is willing to learn all about the world of bearings.

### OUR OFFER

We offer a competitive salary and benefits package and have a tuition reimbursement program as well as 15 paid days off a year. And, we promote from within. Our facility is easy-to-get-to by bus, train and bicycle (there's a bicycle path a block away) and parking is free for employees and customers in our secure lot.

To learn a bit more about us, watch our video at [youtube.com/PTDABearings](https://www.youtube.com/PTDABearings).

Let us know you're interested! Email your resume to [HR@PTDABearings.com](mailto:HR@PTDABearings.com). We promise to respond to all submissions.

*Make sure you explain how this position fits within the company and why this job is important. Younger generations want to know they are making a difference in the world. Tell them.*

*It's more about you than it is about them. Tell them why your company is special. The more your description comes to life, the more likely they will want to work for you.*

*List no more than seven tasks (stated concisely and in an active voice) the position is responsible for.*

*Describe the kind of person who would be a perfect fit for the job.*

*Use video (shoot it with your cell phone). Keep it short (no more than 30 seconds). Ask a current employee to talk about the great working environment or have the position manager talk about the most important skill for the position. Use your imagination but show your personality.*

*Specify what the employee will be doing on a daily basis (working with customers, creating excel spreadsheets, restocking shelves, etc.). What are the important things they will be doing?*

*What's in it for them (besides the job)? Remember to include benefits, especially any that you believe are unique to your company.*

*Let the candidates know how to apply.*

PT WORK Force<sup>SM</sup>—the PTDA Foundation's new initiative to support PT/MC companies in their recruitment and retention efforts—is developing templates for job descriptions and postings. The first group of sales-related templates will be available on the PTDA website in September. ■

Find more resources at [PTWORKForce.org](http://PTWORKForce.org).