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Is Your Job Description Chasing Away Top Talent?

By Scott Cullen

How to write job descriptions that resonate, especially for younger techs and sales reps.

If you're struggling to attract qualified technicians and sales professionals, the problem may not be the talent pool; it may be the job description itself.

In the office technology industry, job descriptions often lag behind the workforce. Many postings still read like internal HR documents: long lists of requirements, vague promises of competitive compensation, and little insight into the role's day-to-day work. For experienced candidates, especially younger technicians and sales reps, that's often enough to keep scrolling.

Job seekers, particularly Millennials and Gen Z, approach career decisions differently than previous generations. They're evaluating not only the pay but also how the job fits into their lives, values, and long-term growth. If your job description doesn't speak to those priorities, you may be unintentionally driving away the very candidates you want most.

Why Job Descriptions Matter

In a tight labor market, your job description is a marketing tool. It's often the first impression a candidate has of your dealership, culture, and leadership.

But it's important to acknowledge something else: a job description alone rarely secures a great hire.

As Jessica Crowley, managing director at Copier Careers, puts it: "Recruiting is not just passively waiting for candidates to come to you; we can't just rely on job descriptions to get the word out, we have to actively put the word out ourselves. That means calls, emails, social media messages, and texts to actually connect with candidates. All of these communications contain mini job descriptions, kept necessarily short."

In other words, even the best-written posting is only one part of the equation. Recruiters spend significant time reaching out, following up, and building relationships. Still, for dealerships that manage hiring internally, the job description is often the primary marketing vehicle, which makes getting it right critical.

Crowley also notes how quickly attention fades: "Even a motivated, actively hunting candidate is unlikely to read all the details of your long job description. After a few paragraphs, you're lucky if they're still skimming. If you want to catch the eye of the casual job seeker as they browse, those first 1-3 sentences are critical. You must front-load your description with the most important (and attractive) details. The rest can cover your HR requirements, but those first few sentences are your hook."

That insight alone should reshape how most job descriptions are written.

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3 Problems with Traditional Job Descriptions

Most job descriptions fail for one of three reasons:

- 1. They Focus on What the Company Wants, Not What the Candidate Gains.** Long lists of requirements (“must have 5+ years of experience,” “must be self-motivated,” “must work well under pressure”) dominate many postings. While qualifications matter, candidates ask a different question first: What’s in this for me? Younger technicians and sales reps want to know what they will learn, how they will grow, what their day will actually look like, and whether they will feel supported or burned out. If those answers aren’t clear, the posting loses them.
- 2. They Use Vague or Overused Language.** Phrases like fast-paced environment, competitive compensation, and team player are so common that they’ve lost all meaning. Candidates have learned that these phrases often mask long hours, unclear expectations, or below market pay. Specificity builds trust. Vague language erodes it. There is an important distinction here.

Copier Careers’ own job board descriptions are intentionally limited in detail. As Annika Palmquist, VP of resources at Copier Careers, explained: “Because we work as confidential intermediaries between our clients and our candidates, our own job board is not typical. We are limited in what (if any) information we can share publicly. We’re most interested in starting a conversation with job seekers to find out about their needs and experience before we can match them with their best fit.”

That model works because recruiters follow up directly and personalize the process. Most dealerships, however, do not operate as confidential intermediaries. If you post directly under your company’s name, candidates expect more clarity, not less.

- 3. They Read Like Legal Documents.** Many job descriptions are written to protect the company rather than attract talent. Dense paragraphs, a formal tone, and internal jargon can feel cold and impersonal, especially to a generation that values authenticity. A job description doesn’t need to be casual, but it should feel human.

What Technicians and Sales Reps Actually Want to See

While every candidate is different, Copier Careers recruiters consistently observe common themes among younger techs and sales professionals. Topping the list are clear growth paths. Career development is an expectation. For example, technicians want to know whether they will receive ongoing training, whether they can advance beyond entry-level service work, and whether recertifications are supported or reimbursed.

Similarly, sales reps want clarity on how success is measured, whether there’s a realistic path to higher earnings or leadership, and what happens after year one. Growth doesn’t need to be oversold. It needs to be explained.

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Second, transparency around compensation. You don't need to reveal every detail, but candidates increasingly expect more than competitive pay. Whenever possible, include base salary or hourly ranges, commission structure details, overtime policies for techs, and bonus or incentive opportunities. Transparency saves time for the employer and the candidate.

Finally, tools, technology, and support are important assets. Top candidates want to do good work, but they also seek the right tools. Job descriptions should highlight service dispatch systems, CRM and sales enablement tools, inventory management, and administrative or technical support. This shows that your dealership invests in efficiency, not just productivity.

And once candidates do engage, listening becomes just as important as presenting.

"Employers hiring directly can't use the same strategies as a third party, but they should allow more time for listening during their phone screens or interviews," observed Palmquist. "Reserving just a few minutes to ask candidates about what they're looking for in an employer can be a game changer. You learn a lot from their answers, and you'll make a better impression on them while you're at it."

The job description opens the door. The conversation builds the relationship.

How to Rewrite Job Descriptions That Get You Noticed

Begin with a compelling opening. The first few lines are important. Instead of starting with the company name and a generic summary, focus on the role's impact. Instead of: "We are seeking a Field Service Technician to join our team," try: "Looking for a technician role where your skills are respected, your schedule is manageable, and your growth actually matters?"

That approach can help center the candidate.

Describe the daily realities. Candidates seek clarity, not perfection. Clarify typical service calls or sales tasks, team interactions, territory size, or travel expectations, and performance standards in plain language.

Crowley explains that Copier Careers' outreach needs to be direct and concise, even within its limited listings: "When reaching out directly to our candidates, we get straight to the point. Our subject line includes the job title and the location or territory. Our email body says we're looking for someone with such-and-such experience, and based on other factors we know about this candidate, we think it'd be a good fit. Then we ask if they're open to a conversation."

That same clarity should guide your postings. Lead with the essentials: role, territory, pay structure, growth potential. Then add more details from there. Reframe requirements as opportunities. Instead of rigid must-haves, consider: "Experience with office equipment preferred — we'll train the right candidate" or "Sales experience helpful, but strong communication skills matter more."

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Show culture through actions, not buzzwords. Instead of claiming a great culture, describe behaviors such as how managers support their teams, how feedback is handled, and how success is recognized.

End with encouragement. Many qualified candidates hesitate to apply if they don't meet all the requirements. A simple closing line can make a difference: "If this role sounds interesting, even if you don't check every box, we'd still like to hear from you."

Job Descriptions as a Competitive Advantage

Dealerships that attract top talent don't always offer the highest pay. They provide clarity, respect, and opportunity. A well-crafted job description shows strong leadership, sets clear expectations, and highlights a people-first approach.

But remember, the job description is only the starting point. Recruiters know that placements come through conversations, follow-ups, and relationship-building. The job description may open the door, but what you say next and how well you listen determine who walks through it.

If your hiring approach relies only on posting and waiting, you're at a disadvantage. If your posting is clear, specific, and genuine, and your follow-up is considerate, you'll stand out in a market where skilled technicians and sales reps have options.