

CopierCareers®

Don't Let Your Dream Candidate Slip Away

By Scott Cullen

When Copier Careers finds the ideal candidate, the recruiting work isn't over. That's when your dealership's recruiting process really begins.

Recruiters hear it every day.

"I like where I am."

"It's not perfect, but I'm comfortable."

"I'm willing to have a conversation."

Those words shouldn't discourage a hiring manager. In fact, they're often exactly what Copier Careers recruiters want to hear.

The strongest candidates in the office technology industry are usually neither unemployed nor desperately seeking their next opportunity. They're already succeeding. They know their customers, produce results, and are respected within their current dealership. Moving isn't something they need to do. It's something they have to believe is worth doing.

That's where many dealerships lose candidates they otherwise would have hired.

Finding the right person is only half the battle. Once Copier Careers introduces an outstanding candidate, the responsibility shifts to the dealership. The interview is no longer just about determining whether the candidate is qualified. It's about convincing the candidate that accepting your offer is the smartest career decision they can make.

According to the Society for Human Resource Management (SHRM), recruiting has increasingly become a two-way evaluation process. Candidates are assessing organizations just as carefully as employers are assessing them. The best candidates are asking themselves a simple question: "Why should I leave a good situation for yours?"

If your dealership can't answer that question convincingly, someone else's probably will.

Remember Who You're Recruiting

The candidate sitting across from you isn't trying to escape a bad job. They're weighing the risks. Changing employers means giving up established customer relationships, familiar coworkers, proven commission streams, and the confidence that comes from knowing how an organization operates.

From the candidate's perspective, staying put is usually the safer choice. That means your dealership isn't competing against another offer as much as it's competing against comfort.

What Outstanding Candidates Are Really Asking

Candidates are probably not saying these questions out loud, but they're thinking them throughout every interview.

- Will I be better off here a year from now?
- Can I trust the person I'll report to?
- Will this dealership help me grow professionally?
- Is the culture as good as they're describing?
- Do these people genuinely want me here?
- If I turn down this opportunity, will I regret it?

The dealerships that consistently hire top performers are the ones that answer those questions before candidates even ask.

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Don't Sell the Position, Sell the Future

Many interviews spend too much time discussing territory assignments, compensation plans, quotas, and benefits. Those topics are important to any candidate, but they're only part of the decision.

LinkedIn Talent Solutions research has consistently found that candidates are increasingly motivated by opportunities for growth, learning, meaningful work, and organizational culture, rather than by salary alone.

A great candidate wants to picture what life will look like two or three years after joining your dealership. Will they have opportunities to grow? Will they be able to expand into production print, managed IT, software solutions, or leadership roles? Will they receive training? Will they be supported?

If your interview focuses only on today's opening, you're missing the bigger opportunity.

Your Culture Has to Become Tangible

Nearly every dealership claims it has a great culture. Candidates hear that in almost every interview. Instead of telling them your culture is outstanding, show it. Introduce them to future teammates. Describe how departments collaborate.

Share examples of employees who built successful careers within the dealership. Discuss what happens when problems arise, not just when everything is going well.

Authenticity is far more persuasive than polished marketing language.

Leadership is More Important Than You May Think

The old saying that "people don't quit jobs, they quit managers" has endured because many employees recognize its truth. Gallup's workplace research likewise emphasizes that managers play a major role in employee engagement and retention.

Candidates know this. Many aren't interviewing your dealership nearly as much as they're interviewing the person they'll report to. That means hiring managers should spend less time asking scripted questions and more time having genuine conversations.

- Can you coach?
- Do you remove obstacles?
- How do you handle mistakes?
- How often do you meet with your team?

Those answers are often more important than another discussion about commission percentages.

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Transparency Builds Confidence

Dream candidates rarely expect perfection. They do expect honesty.

Every dealership has challenges. Maybe you're implementing a new ERP system. Perhaps territories are being realigned. Maybe you're growing quickly and processes are still evolving. Being candid about those realities actually builds credibility.

Candidates grow skeptical when every answer sounds too perfect. They gain confidence when leaders openly discuss challenges and explain how they're addressing them.

Make the Candidate Feel Wanted

Top performers receive attention from recruiters all the time. What separates successful hiring organizations is how they make candidates feel throughout the process.

- Do interviews happen quickly?
- Are decisions communicated promptly?
- Does leadership personally participate?
- Does someone follow up after the interview?

Every interaction tells candidates how they'll likely be treated once they're employees. A slow, disorganized hiring process unintentionally signals that the dealership operates the same way every day.

Show Them Where They Fit

Candidates aren't just accepting jobs; they're joining teams. Help them understand how they'll contribute to the organization's success. Explain why they're the right fit. Describe the challenges they can help solve. People are naturally drawn to organizations that make them feel valued before they've even accepted an offer.

Remember, They're Choosing You, Too

Dealer owners sometimes assume that once the recruiter delivers a qualified candidate, the difficult part is over. In reality, it's just beginning. Recruiters can open the door. Only the dealership can give candidates a compelling reason to walk through it.

The best candidates don't leave comfortable jobs because someone offered them a few more dollars. They leave because someone showed them a better future. When your dealership can clearly communicate that future with authenticity, transparency, strong leadership, and genuine enthusiasm, you dramatically improve the odds that your dream candidate won't become someone else's next great hire.