

Cleaning Hiring Guide: How to Hire the Best Employees

Quick Guide to Hiring, Training,
and Keeping Great Employees



Getting Started

Deciding it's time to hire more employees can be a difficult decision. If you've never hired an employee before, how do you know it's time to add to your work family?

And if you've already built a good team, perhaps you have so many jobs that need scheduling

—but not enough employees to handle those jobs.



Then again, you may have enough physical bodies... but are they the right fit for your company culture?

Regardless of which one is you, in all three scenarios, hiring good employees will be your #1 need right now. Finding the right employee doesn't have to be difficult—if you know what you're doing.

That's why we've developed this quick guide. We want to help you simplify the hiring process. We'll cover when, where, and how to find good employees... and how to make sure you keep them!



When Should You Hire a New Cleaning Employee?

Take this quick quiz to see if now is the right time to hire new employees. Check the box next to each statement that applies to you. **If you check ANY of these statements, then it's time to hire.**

- An employee has quit.
- I'm working more hours than ever before.
- My employees are overworked and burning out... FAST.
- My employees are stressed out and morale is plummeting.
- I'm missing calls because I'm too busy, and it's costing me money.
- Instead of focusing on growing my business, I'm swamped with small tasks.
- I've turned down jobs because I don't have enough cleaning employees to help.
- I'm working on low-profit projects because I need my cleaning employees on the bigger ones.
- I'm about to sell a ton of new work and will need additional cleaning employees to cover the jobs.
- I feel as though my employees just aren't loyal to me, and they're not enthusiastic about working for me.



5 Questions to Ask Yourself Before Hiring an Employee

Strategy: If you're a new cleaning business owner or have never built a team...

- Hire one part-time worker for 15-25 hours per week.
- [Market your business](#) to get more jobs to fill up your schedule.
- When you have enough hours, hire a second part-timer. Flex their hours based on need, from 30-50 hours per week.
- Repeat this until you have enough hours to fill a full-time position.

Whether that person will be on the job or in the office, you're going to need help. Hiring more employees frees you up to work ON your business, rather than IN your business.

Starting with part-time help is a great "in-between," because it's a stepping stone for cleaning business owners who still have concerns about bringing on new, full-time employees.

Make sure you know the answers to the following questions before hiring a new employee...

Grab a pen and paper to write down your answers to these questions:

- How many hours do you want your new employee(s) to work next week? Next month?
- Do you have enough time and resources to properly train your new employee(s)?
- Are your cleaning services running smoothly? Are your clients happy?
- (Until your clients are satisfied, don't bring a new employee into the chaos.)
- Do you have enough money built up to handle a short-term profit loss?
- (Your profits may take a hit while your new employee(s) learns the ropes.)
- Do you have a process in place for training and supporting new hires?

Finding Good Employees

Strategy: STEAL THIS! This is your next Facebook Ad for hiring...



Do you have experience in cleaning? Want a better job with a friendly company? Here are 17 reasons you should work for [Company Name]:

1. Get paid weekly.
2. We've never missed payroll.
3. BENEFIT: health insurance
4. BENEFIT: 401k plan
5. BENEFIT: holiday and vacation pay
6. We're friendly and easy to work with.
7. You get to use NEW equipment and supplies every year.
8. Our team has been with us for a long time.
9. We offer a competitive commission and hourly pay with consistent bonus and pay raise opportunities.
10. Training and continued learning opportunities.
11. When you learn new skills, there are many opportunities to get promoted.
12. We recognize and focus on quality work.
13. Our clients love us.
14. We speak English and Spanish.
15. We're a fast-growing company with ever-expanding opportunities.

Call (XXX) XXX-XXXX to start your new job at [Company Name]. Positions are filling up fast, so call today!

There are lots of great places to post your hiring ads. Most of the outlets listed below are minimum to no cost and will canvas a large area.

Try posting hiring ads on outlets like:

- **Job sites**
 - i.e. Indeed, Monster, CareerBuilder, ZipRecruiter, etc...
- **Job boards**
 - i.e. LinkedIn, etc...
- **Facebook**
 - Posts, groups, and job boards
- **Organic social posts**
 - Facebook, Twitter, Instagram, etc...
- **Word of mouth or referrals**
- **Ask friends and family for recommendations (be cautious with this one)**
- **Post flyers**
 - Churches, community centers, etc...
- **Ask your local supply and equipment vendors**

Your hiring ad should show the benefits of working for you—steady payroll, PTO/holiday pay, opportunities for advancement, etc... These are the benefits that show them why THEY would love working for YOU (and not why your company is so great).

Also, be sure to include a clear Call-to-Action as well as a phone number to call and set up the interview. And if you're new to Facebook Ads altogether, be sure to check out this quick [Facebook Ads guide for cleaners!](#)

Facebook Ad Template

Below, you can see an example of an effective hiring ad you can use on Facebook. This ad is targeted at engaging people who are actually interested in working for your company. They'll be drawn to the main headline, then read the ad due to its simple (yet lengthy) text. This ad hits all of their "checklist items" for a new job... while also remaining easy to read.

YOUR LOGO **YourPageHere**
Sponsored Like Page

Cleaning Professionals: start getting the pay you deserve
YourPageHere pays more than most Cleaning Service providers!



Hiring Cleaning Professionals Now
Better Pay, Training & Paid Leave Send Message

20 562 Comments 311 Shares

Like Comment Share



What You Want (and Don't Want) in a New Employee

You want someone whose presence in your business can help grow your cleaning business. It could be a marketer/salesperson, cleaning employee, cleaning supervisor, operations manager, or office manager.

No matter which position you're filling, your goal is to hire an employee that can bring in a new set of knowledge, experience, and understanding to your business. They'll be taking a huge load off your plate. Though, in the beginning, they may carry some short-term profit loss while you're training them. Be sure you have enough revenue to cover a good employee's wages during this period.

And remember, a 15-year cleaning industry veteran, who knows it inside and out, would be an invaluable win for your company. However, don't discredit someone that's young or new to the industry. If they have the experience and are hungry enough to want a seat at your table, then don't shy away from giving them a great meal! Just make sure they're willing to work, figure things out, and ask questions. Someone who presents new ways to do things may end up saving you more time than you imagined.

As always, trust your gut instinct. If you get a bad feeling, if they're late for the interview, or if they don't look or act professional, then it's not going to work out. If they're not the right fit, then don't hire them.



How to Hire Cleaning Employees

How to Phone Screen Your Job Applicants

When you're ready to start interviewing candidates, conduct a quick phone screening first to eliminate anyone that's unqualified or an incorrect fit. Overall, phone screenings cut down on the time you spend on the hiring process. Just remember, your time is valuable, and you don't want to spend it doing in-person interviews with someone who isn't motivated or qualified.

In the phone screen, ask your applicants these questions:

1. What's your experience in the cleaning industry?

- If they've said that they have industry experience, ask them a question about specific cleaning skills that prove they know what they're talking about.
- If they don't have much cleaning experience, then you may want to scratch them off your list if you are hiring for your first employees. Once you've built your team and trained great employees, then it might be a better time to hire more eager, novice team players who are excited to learn and apply themselves.

2. Why do you think you're a good fit for this business?

- You want to assess their passion for the cleaning industry and see what they can bring to the table.



If they've passed the test so far, then it's safe to move onto an in-person interview. Ask them to meet on your terms—you pick the time and place. Use this next step to see if they'll be on time for the meeting. This is a good test to see if they're punctual and will show up to work when scheduled.

However, don't necessarily worry about how they're dressed. Not everyone owns a fancy suit, nor do you necessarily want anyone in a fancy suit. Just make sure they're clean and put together. Also, be honest about your expectations on how they should dress when they're on the job.

During the phone screening process, if you haven't already, don't forget to make sure you give your candidates a written application to get documentation on personal information, job history, and more.



In-Person Interview Questions You Should Ask

Strategy: Short of performing a background check, the in-person interview tells you everything you need to know about your candidates.

Ask the following questions in the interview:

- **Why do you want to leave your current/previous job?**
 - Dig a little deeper and find out what bothered them in their last position.
- **What types of chemicals and cleaning equipment have you used, and for how long?**
- **Why are you excited to work for my company?**
- **What would you bring to our business?**
- **Have you ever had a situation where a customer was wrong or upset you? How did you handle it?**
- **What makes YOU different from the other people applying for this job?**
- **Pitch me an upsell on a cleaning service.**
- **Are you legal to work in the United States, or do you have/need a visa?**
 - This question covers your legal bases. You could also move this question to your written application.
- **Could you give me some references? I need at least two from previous jobs and two that are personal.**



Hiring Office Staff

If you're hiring office staff, test their phone skills with a sample call. Do they speak clearly? Are they polite?

Once you interview them in person, ask the following questions:

- Are they tech savvy? Are they experienced with the Microsoft Office Suite (Word, Excel, etc...)? Are they comfortable learning new software (like [Service Autopilot](#))?
- Are they organized, friendly, and personable?
- Are they professional and respectful?

BONUS! If they're comfortable with social media, then they can manage your business' social media accounts.

A Few Interview Points to Consider...

Background Checks

Before letting them out on the job or leaving them alone in your office, ALWAYS complete a background check on EVERY candidate. Do this BEFORE you offer them a position.

Just Say No to Favors

Don't hire your friends or family. If you can't afford to ruin your relationship, then don't hire them. They may feel entitled to special treatment, which can cause issues later on down the road.

Watch Out for Scams

Avoid candidates looking to "make a quick buck" or a handout. Hire people because you know they'll help you to grow your cleaning business.



Look for Language

Having bilingual staff could help you communicate better with your clients and other employees.

How to Convince a Great Candidate to Work for You

Finding a great candidate is only half the battle. Convincing them to work for you... that can sometimes be the tricky part. Since competition is stiff in some areas, more than likely, you're always in need of GREAT employees!

During the interview process, showing the benefits your company provides will go a long way in winning them over.

Consider the following additions to your employees' well-being:

- **Competitively compensate your employees.**
 - Explore the wages in your area and make sure you're paying a fair amount.
- **Offer a hiring bonus (and another one if they stay longer than three months).**
- **In addition to commission, reward them for upselling/cross-selling your cleaning services and for bringing in new clients.**
- **Show them a clear career path with advancement opportunities.**
 - Let them know they can work their way up into supervisor and management positions that can turn their job into a successful and rewarding career.
- **State that you value employee retention.**
 - You want employees who'll grow with you.
- **Above all else, show them respect.**

Keeping Great Talent

4 Steps to Train New and Current Employees

Strategy: Things to consider adding to your training plan...

- Initial tool training with ongoing refresher courses.
- Training on how to use software and apps - like how to clock in and out of a job using Service Autopilot's Team app.
- Overview of office processes and procedures to understand how your business works.
- Teach them the importance of going back over their day's events.
 - Did they break something or notice something different in someone's property? Did a client ask them a question they couldn't answer, inquire about additional services, or ask invoice questions?
- **The Do's and Don'ts for cleaning job skills.**
 - You could plan a monthly session to review industry best practices.
- **Sales training on how to upsell and cross-sell.**
 - Teach your employees how to sell additional services to your clients. In addition to offering a competitive commission, remember to reward your employees when they sell something!
- Teach them about 9-arounds and how to distribute door hangers and flyers near their job sites.
- Make sure they understand professionalism on the job.
 - After all, they're on the frontlines of your business!



You've just hired a new employee or team... Now what?

Step 1: You'll need a solid training plan. Training employees not only ensures safety on the job but also improves the **QUALITY** of their work. And with quality work comes long-term customer satisfaction.

Step 2: Train your employees on your tools, vehicles, daily procedures, software/mobile apps, clocking in/out of jobs, invoicing, routes, company culture, and etc... Also, make sure they know your company history and what you want your brand to represent.

Step 3: Once they get a good grasp on the basics, let them shadow you (or your best employee) until they learn the ropes.

Step 4: You can also use this training course as a great refresher for current employees. Remind them of the safety rules (like chemical safety procedures) and to stay true to your company's culture.

QUICK SIDEBAR: Whatever you do, don't let them fly by the seat of their pants—that could be disastrous! Give them enough guidance to stay on track and enough slack to be themselves.



Build a Positive Culture to Keep Good Employees

Strategy: Clone Your Best Employees

Have you ever had an employee that was SO GREAT that you wished you could clone them?

Well, one way to do that would be to ask them for an employee referral. If they have a great work ethic, then there's a good chance that they'll recommend someone with the same motivation and skill set.

Also, you can train your new employee(s) to be as good—or even BETTER—than your existing employees. This is why it's recommended that you have your new employees shadow your best employees. In essence, you want them to create better versions of themselves!

To retain great employees, you'll have to give them a reason to stick around.

Incentives are a great place to start. Give them bonuses for winning new clients, selling more services, staying with you through the years, and employee referrals.

Also, you can provide perks for them. For example, you can stock a refrigerator in the office with cold drinks and fresh fruit, or provide a cooler for each cleaning employee to keep their food and drinks cold in the car throughout the day. Company-paid breakfasts and lunches are great morale boosters as well. Providing your team with these comforts goes a long way in retaining them as employees. However, the biggest impact in employee retention comes from building a solid company culture.

A good company culture means:

- You take pride in your business.
- You exceed customer expectations and get it right the first time.
- You encourage each other and keep positive attitudes.
- You're professional, but you're not uptight.
- Everyone knows their job and is ready to work together.
- You don't try to turn your employees into machines.
- You're truthful and always openly communicate with your employees.
- Your employees tell the truth—and you're ready to hear it.
- You recognize and reward your employees for a job well done.
- Everyone is kind and respectful to each other and to clients. Showing your employees respect will go a very long way in keeping a positive and enjoyable company culture.



Want More Hiring Resources?

Here are a few additional blogs, articles, and podcasts to help you stay informed on the proper hiring processes in the cleaning industry:

Best Blogs:

- How to Hire Cleaning Employees for Your Business
- How Much to Pay Your Cleaning Employees

Other Great Downloadable Resources:

- Cleaning Employee Wage Calculator
- Cleaning Pricing Calculator

The Profit Roadmap | Podcast Episodes:

- Gain Traction in Your Hiring and Team-Building
- Why “Coachability” Trumps Experience in the Hiring Process

Hiring Cleaning Employees Does NOT Have to Be Difficult

Hiring new cleaning employees does NOT have to be a difficult process. The most important aspect is finding a good fit—someone who’s respectful of you and the company you’ve built, they’re knowledgeable and experienced, and they’re willing to put in the necessary hard work.



Sometimes, this can be difficult to find, but keep trying! There ARE good employees out there. New people move to the area, while others get frustrated at their current, underappreciated jobs. As a result, you'll need to show them why YOU are worth working for... and what you can provide to them that no one else can.

Hiring is a two-way street. What you give, you'll get in return!



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