

HOW TO HIRE THE BEST

# Massage Therapists

*A guide for independent massage clinic managers and owners.*

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## HERE'S A HINT - IT HAS NOTHING TO DO WITH TECHNIQUE OR SKILL

Techniques and skills can be taught. What can't be taught is professionalism, work ethic and a desire to succeed. This has to come from within. For the record, this also has nothing to do with earning a massage license. There's plenty of people that hold a massage license, but very few massage therapists.

In our many years of interviewing candidates, we still ask that old school question: What can you tell us about our company, and what inspired you to pursue an opportunity to be part of our team? If the candidate hasn't bothered to look at your website and hasn't taken the time to learn as much as they can about your company, that's a red flag. It tells us many things, but most importantly we feel that the candidate isn't really looking to be part of a team, they just want a paycheck for just showing up.

If your hiring process or contractor headhunt includes a practical interview (a hands on session from the candidate), we highly recommend having a written check off list of what you are looking for in a therapist. This will allow you to provide the therapist an official "evaluation" of their interview. Including people skills and professionalism as part of your list is more important than hands on skills. Just to be clear, a good delivery of skills is important, but for the success of your business, make sure you have team members that ooze positivity and friendliness 24/7. This list also demonstrates to the candidate that you are serious about your business. If you do hire them, you've automatically already set expectations.

If you want great people on your team, then you need to have a solid interview process. Visit our website for additional information and dates for this and other workshops!

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