

Tips for Crafting Attraction-Based Job Postings

By adopting an attraction-based approach to job postings, you can entice the right candidates who align with your values, culture, and vision. This resource outlines key considerations that will help you stand out and reduce risks in your recruitment process, ensuring you hire candidates who are both a cultural and professional fit.



Know Your Target Audience

Tailor your message to appeal directly to the demographic you're seeking.



Highlight What Makes Your Dealership Unique

What sets you apart from the dealership down the street? Emphasize the unique aspects that make your workplace special.



Showcase Your Team's Strengths

Whether it's camaraderie, team spirit, or community involvement, share what makes your team great.



Emphasize Community Benefits

What does your location offer that adds value for potential employees?



Culture is Key

Be proud of your dealership's culture and share what makes it a great place to work.



Facility Features

What's unique or appealing about your physical environment?



Opportunities for Growth

Highlight any pathways for career advancement, lateral training, or development that will appeal to ambitious candidates.



Get a Second Opinion

Have someone from your target demographic and hiring team review the posting to ensure it resonates with the right audience.



Employer Branding

Use your dealership's branding, tagline, or a catchphrase that resonates with potential hires.



Employee Testimonials

Share what your staff says about working at your dealership to build trust and credibility.



Ask Engaging Questions

Replace generic qualifications with engaging, enticing questions. ex: "Do you thrive in an environment where you can be the reason someone smiles today?"



Competitive Benefits

Whether tangible (compensation, health benefits) or intangible (work-life balance, flexible schedules), showcase what sets your dealership apart.