

Next-Gen Techs

Your playbook for attracting 5-star recruits.



The competition is on.

Public, private and independent repair shops are no strangers to the growing shortage of technicians. According to a recent survey conducted by Rotary, the majority (96 percent) of shop owners believe the technician shortage is real.

We uncovered four main factors contributing to the shortage:

- **Lack of training**
- **Poor pay**
- **Lack of interest in the trade**
- **A negative industry perception of the profession**

Keep reading for recruitment plays that will help your shop thrive in the face of a shortage.



PLAY 1:
Training

Give young technicians a chance.

Most of the shop owners we surveyed (76 percent) said they prefer to hire experienced technicians—but in a technician shortage, you don't always have that luxury. By not considering a younger candidate, you're missing the opportunity to hire someone who has more up-to-date skills. Plus, they haven't had a chance to pick up bad habits.

Training.

Vehicles and technology are always changing, which means that our industry is always evolving. Young techs will have the technology part covered, but you can help show them the ropes when it comes to day-to-day shop tasks or tried-and-true repairs.

Consider:

- Sending your techs to trade shows and other off-site industry events
- Asking older techs to be mentors and offer advice
- Giving newer, younger techs the chance to job shadow



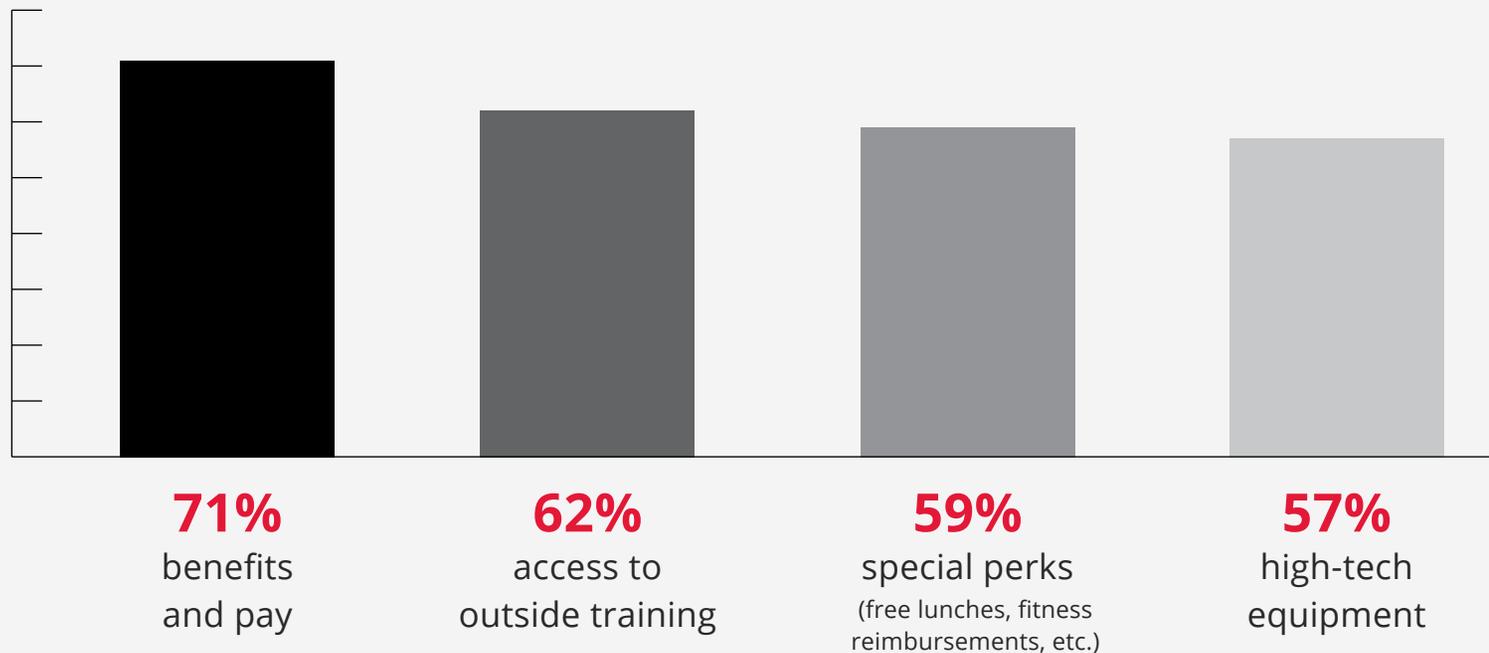
PLAY 2:
Work Culture

Make your shop a fulfilling place to work.

Young technicians have high expectations for their workplaces. They just won't settle for the old way of doing things. They're looking for fulfillment, encouragement and a path to advancement. By creating a work culture that allows them to thrive professionally and expand their skill sets, you're giving them a reason to stick around.

How shops show appreciation.

Respondents were able to select more than one answer.



Benefits.

Do you have policies that make it easier to balance work and home life? Do you offer competitive pay? These could be the distinguishing factors between you and a competitor. Recruiting and retaining top talent is easier when your techs are happy and healthy. Allowing them the opportunities to recharge and find enjoyment outside of work makes a big difference.

Consider:

- Prioritizing benefits that improve your techs' overall well-being
- Asking your team what benefits they would like to see
- Offering special benefits tied to years of service

Recognition.

This is a no-brainer. It feels good to make an impact and be recognized for it. You don't have to give out awards or be too over-the-top to show appreciation. Acknowledge when they've worked overtime or provided service that went above and beyond. A simple but genuine "thank you" can go a long way in making your techs feel respected and valued.

Consider:

- Announcing accomplishments at team meetings
- Encouraging techs to recognize each other's work
- Posting positive reviews or feedback where the whole shop can see it



PLAY 3:

Shop Environment

Maintain a modern, clean space.

The perception that working as a tech means getting dirty is outdated and inaccurate. A modern shop should be clean and organized, so the environment your techs are working in is a point of pride—not to mention, safer. Plus, a clean shop helps improve productivity.

✕ **Layout.**

By maximizing the floor space in your shop, you can get the most profit out of your square footage. Work with equipment installers to plan your shop layout around efficiency and traffic flow.

✕ **Organization.**

Giving every tool, part and piece of equipment a specific place in your shop makes them easier to find when techs need them, saving time and boosting productivity. If you don't have these basics figured out, it doesn't send a good message to potential employees. You want your shop to look buttoned-up and trustworthy.

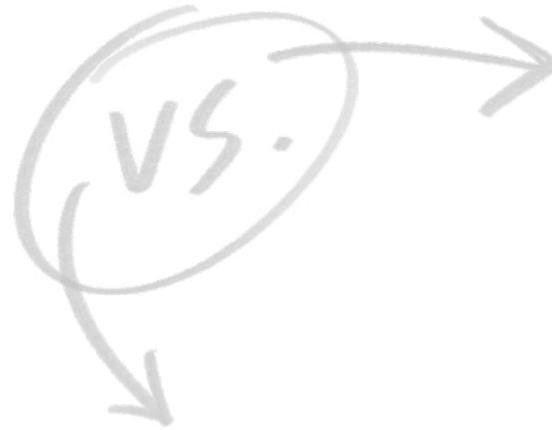
The background is a dark grey chalkboard with faint, hand-drawn symbols in a light grey color. These symbols include several 'X' marks, 'O' marks, and curved arrows, some of which are grouped together or point towards specific areas, suggesting a strategic or tactical diagram. The symbols are scattered across the page, with a cluster in the top left, a single 'X' with an arrow in the top right, and a few more in the bottom left and bottom right.

PLAY 4:
Quality Equipment

Invest in the best equipment if you want the best techs.

In our survey, the No. 1 reason respondents wouldn't recommend a career as a technician is because it's difficult on the body. The right equipment changes all that.

For example, adding mobile column lifts, instead of relying on injury-inducing equipment like creepers, doesn't just look cooler. It's safer. Plus, your techs can work faster standing up.



The Utility Player
Flex Max



★★★★★

- Reduces chance of injury
- Keeps techs on their feet
- Easy to operate from any column

The Standard Creeper

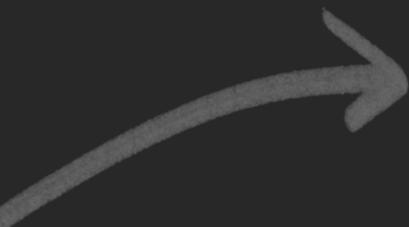


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- Raises chances of tech injuries
- Strains the neck, back and arms
- Limits vehicle access for repairs

We're here to help.

With the right culture, environment and equipment,
recruiting and retaining top talent is easier.



See our entire line of heavy duty products.

[Shop lifts and more](#)

