

# Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

## How to hire more and better installers



### STEP 1

#### What skills do you require?



### STEP 2

#### Do you want an employee or sub-contractor?

##### EMPLOYEES (W-2 Employee)

**Pro:** You have a better chance of keeping them happy  
**Pro:** They will stay with you year after year  
**Con:** You must keep them busy even in the winter  
**Con:** You must pay them even when times are slow

##### INDEPENDENT CONTRACTORS (1099 Employee)

**Pro:** You do not have to pay their taxes  
**Pro:** You can let them go during the off-season  
**Con:** You are always on the lookout for installers  
**Con:** They may not be that loyal to you  
**Con:** They may be interviewing with your competitors

### STEP 3

#### How will you pay them?

##### HOURLY OR SALARY

**Pro:** Best for W-2 employees  
**Con:** There is no incentive to work quickly

##### BY THE FOOT OR BY THE JOB

**Pro:** Your costs are fixed; makes it easy for estimating  
**Pro:** The independent contractor will work faster  
**Con:** Quality may suffer because they work too fast  
**Con:** They may look for better money elsewhere

##### HYBRID: Salary plus incentives

## STEP 4

### Where do you find good installers?



## GOOD

Advertise where your installers are searching for jobs:

### Advertise online:

- Indeed
- ZipRecruiter
- Craigslist
- Monster
- Facebook
- Glassdoor
- Any local media with online listings

### Advertise offline:

- Newspapers, both paid and free
- Radio or late-night TV
- Billboards or other signs
- Foreign-language media

## BETTER

Advertise close to your office:

- Building signs and banners
- Announcements on your website
- Person on road holding a sign
- Magnetic sign on your trucks
- Job site signs

## BEST

Focus on your circle of influence, those who know you:

- Promote from within
- Offer incentives to employees for referrals
- Ask friends and family
- Put the word out with customers
- Ask contractors and suppliers

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## STEP 5

### Write an ad focused on benefits

Get inside the head and heart of an installer. Think like an installer. What do they want? What would make you work for your company? Turn every phrase into a benefit, if possible.

**HEADLINE:** Make your headline irresistible. For example, instead of saying Hiring fence installers say Hiring fence installers up to \$18/hour M-F w/benefits. (Long headlines with benefits work best.)

**BENEFITS:** Tell them everything they will get. Talk about wages, hours, benefits, working conditions, etc.

**REQUIREMENTS:** Be specific. Weed out unqualified workers. Talk about experience, types of fence, power tools, how much digging is needed, etc.

**SELL THEM ON YOU:** Answer their questions. Tell them why you are the best company to work for; how many years you have been in business; where you do most jobs; the types of customers you serve; etc.

**APPLY:** Tell them how to apply. Make your job application process simple and seamless. (If you want to see a sample of installer ads, go to [www.indeed.com](http://www.indeed.com)).

If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: [marketing@nvpfence.com](mailto:marketing@nvpfence.com).

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