

Fostering Industry Growth Through Key Recruitment and Training

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Introduction

The window film industry is a small, niche industry with a growing problem: manpower. With many installers reaching retirement age as well as an increase in market potential with new products and heightened consumer awareness, **businesses are struggling to keep up with demand.**

Creating efficient training programs and recruiting entry-level installers is crucial to industry survival. Before those programs can be creating, we need to determine who we're targeting. **Are there certain personality traits that make successful/satisfied installers?**

Methods

Anonymous online survey distributed by manufacturers, distributors, posted on social media sites resulted in 143 total respondents.

Literature Cited

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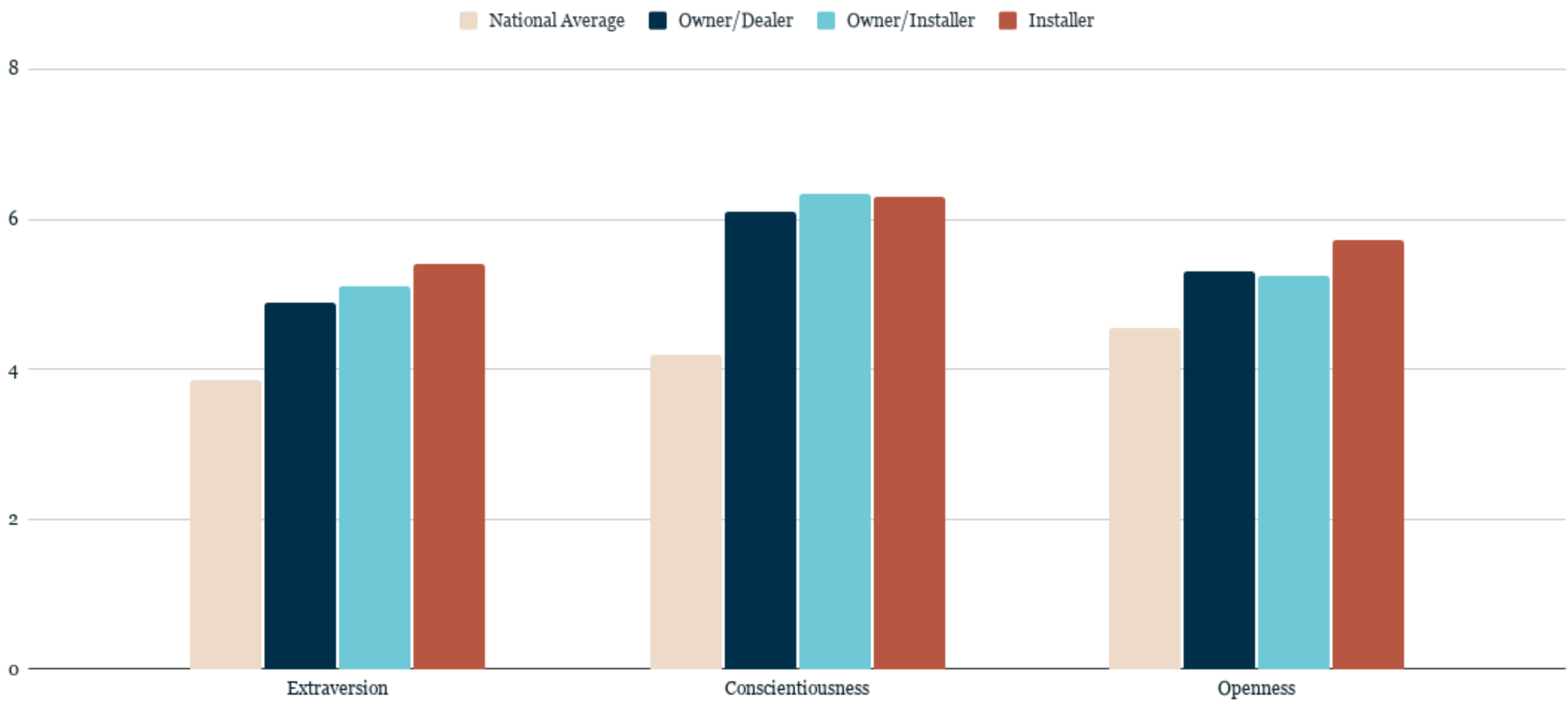
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Preliminary findings

- Plausible personality traits with high levels of conscientiousness, openness, and extraversion
- Dealers, Installers, and Business Owners were predominately white males between 40-59 years of age
- Job satisfaction across all were high
- Overwhelmingly many entered into the industry either tinting on their own (self taught) or hired as an installer
- Needs of business owners **1. Finding Installers** and **2. Marketing/advertising resources**

Extraversion, Conscientiousness and Openness



Conclusions

This survey only had 17 installer participants. However, it may not provide solid guidance for that under-sampled group because it oversampled owners and under-sampled installers as employees and subcontractors. Thus, additional surveying should be done with more attention to installers as employees or subcontractors.

The results of the survey did conclude that overwhelmingly dealers and business owners have a common concern, finding and training new installers.

It is recommended that the IWFA (International Window Film Association) partner with manufacturers and distributors to continue the survey and confirm results of this study.



Future Research

Collecting data from more installers would allow for higher confidence in resulting personality trends. Especially those installers whose sole function is installation (and not sales, business ownership, etc). Further research is also needed to design training and recruitment programs for those personality traits.

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Further Information

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