

Indeed - Marketing | HSTF: Santa Claus

[JINGLING BELLS]

Hi, guess.

So how long have you been Santa?

Rick is the best. There's no doubt about it.

I mean, he's been sent there for 50 years.

I've learned a lot from Rick.

He stops me in my tracks, and he goes you should be a Santa.

Whenever somebody calls me and says, hey, I'm looking for a Santa, I say, well, you need to call Rick.

Right now is a huge demand in season, so we are searching for Santas. A new Santa to talk to. Oh, yeah. Oh, yeah. Santa David? Yeah, this is Santa Rick. How are you doing?

Part of what I do as a professional is try to find out how many Christmas performers there are out there. I estimate there's less than 2,500. We actually are always looking for Santas. Oh, yeah. But we have some qualifications.

Yeah, we have the strictest standards of any agency. So we'd like to work with you for 75 or 150 years, until you retire. (SINGING) Who's got a beard that's long and white?

Our Santa's are retiring faster than we can get professional Santas trained. We created Northern Lights Santa School because we need professional Santas.

Would the podium look better on this side or that side.

But we need more Santas, not guys in a red suit.

You know, it's supply and demand. And the demand is high.

[PHONE RINGING]

Hello, Santa Rick?

Yes, people now looking for Santas-- it ain't happening.

The date that you asked for was the seventh, and we've been out of Santas for about probably two months now on that day. We get calls for as an agency for all kinds of Santas, and we provide that. We'll work with you however you want, and you can call us any time and ask us any questions. We're happy to do that. I personally am on the lookout nonstop.

You have a white beard! What are you thinking?

I got the Santa Claus beard going.

Going? Right, but what are you thinking? You thinking that's like something you could do?

Yeah.

Well, you're in luck. Ho, ho, ho, ho.

Right now, we're exceptionally busy in season. I already no we need him. If he's available, I've got jobs. We need him. What does that say? Read that out loud. Tell me what that says.

Northern Lights Santa Academy. Learn, share, network. That's it.

A lot of people-- they think it's funny that there's a Santa Claus school. Us, as Santa Clauses, we don't see anything funny about it. I mean, it's a necessity.

[CHEERING]

We're going to start out with a journey to the North Pole. So what does it take to be a professional Santa or Mrs. Claus? First and foremost, you need to love children. If you don't have that love in your heart, you should not be Santa.

Rick is a demanding person.

Education is key. That's where you're going to learn your back story. The first two-- the wardrobe--

He want you to do it right.

Every industry has its professional standards. For Santa, according to Santa Rick, one is insurance and one is a national background check, not a state check. But being Santa is an amazing thing.

The question is always-- always there's only one question-- how would Santa do this? They have to be able to think on their feet. They have to be jovial. They have to be endearing and warm. And they have to love people.

I believe part of what makes a successful recruiter is not just numbers. It has to be a mental connection and a relationship. It is truly a miracle what we accomplish every year, not only because of the sheer demand and the sheer numbers we produce, but it's a huge responsibility which nobody thinks about till they get into it. Being Santa's not like anything you can describe.

[LAUGHTER]

It's gonna be in the year book.

It's a lifestyle day in and day out.

Everybody smile and say "presents."

Presents!

[LAUGHTER]