

Strategies for Hiring Key Personnel

A whole new world of hiring is right around the corner. We will discuss the strategies of using a recruiting firm to find that perfect employee!

Recruiters know where to look and how to best help you fill that vacancy. Recruiters can systematically and thoroughly identify and then screen the best candidates for you. We have the knowledge, the resources, the research team and the time - it's what we do!

There are distinct types of approaches to hiring through a recruiter. Let's review them here so that you will be able to choose the option that best fits your company's needs at any particular time.

1. Retained Searches
2. Contingency Recruiting
3. Temporary to Direct Hire
4. Temporary/Consulting Employees

1. Retained Search: In this type of hire, a portion of the total fee is paid up front, then the balance is paid when predetermined milestones are reached or when a hire is made. The Retained Search is most often used when the position is senior level leadership roles and where there is a sense of urgency. The recruiting firm will do all the legwork to find the perfect professional, and strive to submit 3-5 resumes for the client to view. This is generally all it takes - the client chooses from this elite selection of executive candidates and directly hires the candidate they prefer.

There are realistic interviewing and hiring goals which are thoroughly discussed and the recruiter often meets face to face with the client to assess the company's requirements, goals, and culture - thereby further ensuring a proper fit for both the client and the candidate. The recruiter has an exhaustive database and many contacts in particular niches which allows a look at those candidates who may not be actively looking.

A few benefits of the retained search are:

- a. Access - Candidates respond very positively when they know it is a retained search. This allows the recruiter access to the cream of the crop. The recruiter can look for the passive candidate who may just be a little restless, and also at their vast database.
- b. Resources & Research - The recruiter has a team of researchers at their disposal to aid in the search, and a large amount of resources at their disposal.
- c. Exclusivity - There is a vested financial interest, and therefore it is a priority to fill the position.
- d. Confidentiality

2. Contingency Recruiting: Simply put, a fee is only paid when you choose to hire one of the candidates presented. The recruiter works the job by drawing from their database, as well as searching through the active resumes on the job boards. The candidate is then vetted to find out more about them, their aspirations and their skill set. If they meet all the qualifications on paper, the recruiter then continues to pull information from them so that we can be sure they bring what is needed to the position, all those things one can't tell from a resume alone. Once the recruiter is satisfied that they meet the full gamut of qualifications then the candidate is presented to the client. The recruiter takes the responsibility to disclose information to the candidate about the position and make sure they have all the materials necessary for the interview. If the decision is made to hire the candidate, the recruiter will take care of all screening, negotiations and verify references and employment.

3. Temporary to Direct Hire: The employee starts out as a consultant but, after a defined time period, may become a direct employee. Usually used for a mid-level or technical position. This is a low-risk option, as there is no up-front fee. The client can 'preview' a candidate while ascertaining whether he/she will be a good fit for the position and company. The candidate also has the opportunity to evaluate the position and the management to decide if it truly is a good match for them as well. 70% of our temporary employees transition to our client's payroll within the first year.

4. The Temporary/Consulting Employee: is just that. Often called 'consultants', this option allows the client to bring in an executive or other professional for a specific length of time or project. This person is on the staffing firm's payroll which saves the client overhead, as well as saving training time because this consultant will already know how to do the primary responsibilities of the job. The client will be invoiced on a regular basis while the consultant is working. The consultant is screened and references are checked by the staffing firm. When the project is complete, the consultant can be given a new project by the client, can be reassigned by the recruiter to a new company, or can pursue other opportunities.

"The smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently."

Brian Tracy

And a recruiting firm can help you do just that!



by Jennifer Potter