



WHEN YOU NEED TO FILL A CRITICAL POSITION

What You Should Expect When You Hire a Recruiter

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Pushy – clueless - waste of time – aggravating - worthless

These are a few of the words I've heard to describe recruiters over the years. There are more, and nastier words too, but I think you get the idea. People are very surprised at the “extra” steps or services I provide my client companies, but it's sad that the expectations of a recruiter are so low.

First let's get our definitions clarified:

Recruiter – someone who can articulate a logical process for **actively** seeking out **qualified** job candidates for a job opportunity, and can then pre-screen for applicable skills and experience before submitting only the top job candidates to the employer for consideration. They also help manage the interview, offer, and transition stages to get the new hire on board and give you search updates as agreed upon.

Resume Broker (this is my term, it's not an official title) – someone who gathers the barest of information on a job opportunity, places poorly worded ads online, and floods the client company companies with a number of poor to mediocre job candidates hoping they like one of them. They offer little support during the different stages of the process, and the most “follow up” they provide is finding out where their check is once they've submitted their invoice.

Okay, you won't find these definitions in the dictionary, but hopefully you can think back on some of your experiences and identify which type of service you were working with. And **please** tell me you've worked with an actual “recruiter” before so you can see the difference!

So what SHOULD I expect from a recruiter? I am so glad you asked. Recruiting (when done right) is difficult, time consuming work, which is why we charge the fees we do. It is a service-based business that is supposed to speed up and ease the finding, interviewing, and on-boarding process of new hires. After all, why would you pay a fee for something you can do yourself?

I mentioned the different stages (interview, offer, transition) in my descriptions. The following is a break down of what you should expect from a recruiter at each of the different stages:

PHASE ONE – THE SEARCH PHASE

- Obtain a complete description of the duties to be performed, including the top priorities in the first 6 to 12 months, and determine the key problems you are trying to solve with this hire to ensure the person can hit the ground running on day one.
- Obtain a description of the company's environment and culture to make sure there is a fit with the existing team.
- Begin a search of our database of current job candidates.
- Network with our proprietary list of contacts to identify and recruit qualified job candidates.
- Cross check job candidate's qualifications against the requirements obtained from the client company
- Present a short list (usually 3 or 4) of the best job candidates to the client company within 2-3 weeks.
- Prep the client company on interviewing the job candidate by identifying key issues and motivations of the job candidates.
- Coordinate interviews.
- Debrief both parties after the interview and provide feedback to both parties.

PHASE TWO – THE OFFER PHASE

- Confirm that both the job candidate and the client company are interested in moving forward.
- Supply references or complete reference check (if client company requests it).
- Help client company prepare an offer for verbal presentation.
- Gain verbal acceptance of offer from job candidate.
- Present the final offer to the job candidate and receive official acceptance with signature from job candidate.
- Confirm with job candidate the start date of the new job, date of resignation from current employer, and last day at current job.

PHASE THREE – THE TRANSITION PHASE

- Coach the job candidate on resigning, and possible responses by their current employer
- Coach the job candidate on preparing for, and declining a counter offer.
- Update client company on current status and milestones reached with job candidate during the transition stage.
- Arrange for client company to keep in touch with job candidate during transition.
- Confirm job candidate start date and time.
- Follow up regularly with the job candidate for the first year to preserve the client company's investment.

As with any profession, there are those that take the shortcuts and provide very marginal service. You may also have to alter your expectations if you are only willing to contract with the discount rate recruiters. You WILL get what you pay for, and the speed and proficiency you will get from a professional recruiter will drastically reduce your frustration while improving the caliber of job candidates you get to consider. The difference in the fee is a bargain when you take into account the extra hours you will spend going through all of the poor resumes that you are flooded with, and being blind-sided by a job candidate who turns down an offer or changes what they are looking for in the final hours.

By finding a recruiter that uses an actual 3 stage process like I've described above, you will have more time to review the best job candidates. On average my client companies want to interview 3 out of 4 job candidates submitted, and have over a 90% success rate of getting offers accepted and the people onboard. I do charge more than the "discount" recruiters (sorry, resume brokers), but my client companies don't feel like they didn't get their money's worth. Besides, by doing actual recruiting, I learn a lot about what's going on in the marketplace and can be a good resource for you too.

Hopefully you realize you do have options to poor service. If you've had some less than desirable experiences using a recruiter to fill your key positions, give me a call, even if it's just to tell me about your experiences.

Jeff King

Recruiter/President, PPS