

PRESS RELEASE
FOR IMMEDIATE RELEASE



Company **Turnaround Group**
Telephone 03 9620 7744
Email enquiries@turnaround.com
Web www.turnaround.com

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Subject Technophobes or Techno-overload?

Today's market is a great one to distinguish those consultants that can actually recruit and those that have simply had a lucky ride for however many years. And as they say, "you can only ride your luck for so long!!"

For this month's topic of technology we decided to speak to a couple of those consultants that we consider can actually recruit and who are seemingly thriving in today's market. We asked to what extent they have been caught up in the technology revolution and what products, services, equipment that has come about over the last 10 years if any has changed the way they recruit and what they now couldn't afford to be without.

Top of the lists for the majority of those we spoke with were mobile phones, email and the internet. The question was about technology that has changed the way we recruit over the last 10 years not the last couple of years if you were expecting, Twitter, Facebook or the I-Phone to be listed. It seems that today's successful consultants couldn't care less for Twitter and are actually irritated by others wasting core business time with Facebook. With comments received including:

"Face Book needs to be banned from our office"

"Spending all day on facebook and they wonder why they weren't billing!"

"I don't have time in the day to look at those things"

Upon reflection we are sure most people would agree with our findings and that there wouldn't be any consultants good or bad that could afford to be without either a mobile phone, email or the internet?

If you are under 25 and reading this you may well think, surely these are a given as how could you recruit without them?

On one hand you would be absolutely right however on the other you should perhaps think about how you would go about your recruitment activity if you didn't have the use of the internet and what you would do if you, your clients or candidates didn't have mobiles that you could contact them on.

Let us start by hypothetically taking away mobile phones.

A number of those consultants we spoke with got quite passionate about this topic in that they had seen the downfall of many of their former colleagues because of their reliance on simply leaving messages on mobiles phones of their candidates and clients in the belief that they had done their part of the process and if the client or candidate were not to return the call why should they bother to try calling them again!

Naivety at its upmost!!! It is simply unacceptable to leave a message on a mobile in the expectation that your call will be returned. If you need to speak with someone, you must call them and call them again. Try their mobile, try their home number, try them at work, and try however else and whoever else you can think of calling in order to reach them.

In the days before mobile phones were commonplace, a consultant would call someone at home or at work, often they wouldn't have an answer phone so a consultant was required to call, call and call again until they had the conversation. Obviously mobile phones have revolutionised not only our industry but also the world and makes our job as consultants that much easier to the point that we can't afford to be without them, however we must remember we can't afford to allow mobile phones and their answering machines to do our job for us.

If you need to speak with a client or a candidate it is because you are looking to help them? Do not think for a moment that you are annoying and your call isn't valued. At worst the person you are contacting may be short with you and ask you to call at a different time. This in itself is a good outcome in terms of an agreed commitment.

If you don't believe there is any value to your call you shouldn't be making it to begin with and if you would prefer to leave someone a message so as not to interrupt whatever they may be doing at the time you should start looking for a new career.

I'll refer back to an instance that got my attention when someone wanted to speak with me a year or two ago. My mobile starting ringing at 7.00am one morning, I recognised the number so put my phone onto silent as I was eating breakfast with my children at the time and knew I could call them back later that day. 10 minutes later my mobile rang again, this time from a private number, I presumed it was the same person again now looking to be a little

more inconspicuous. Again I thought as before that I'd return their call later that day. My mobile rang another 3 or 4 times over the next 30 minutes at which point I started to get annoyed with this person's persistence thinking how dare they interrupt my morning in such a fashion. However by the 8th or 9th ring, my mood had changed yet again, as I then started to smile in admiration of this person's single minded doggedness to get hold of me and upon the 10th ring I answer my phone and happily had the conversation.

This is an example of a story I have told many times over when I'd ask a consultant the result of a call to hear the excuse of "I left a message on their mobile"

The other stand out revolution in technology from our findings was the internet and emails.

Emails are without doubt a brilliant innovation, long gone are the days of sending letters or getting faxes sent back and forward.

However, emails like mobile phone messages don't mean anything until you hear back from the person you have sent it to. And at times we all know we won't hear back at all. Therefore once again, if you need to get hold of someone, pick up the phone, call, call and call again.

The internet is another key tool in today recruiter's tool bag, "what would we do without the internet I can almost hear some people gasp"?

We asked those consultants we spoke with what they would do without the internet. They all starting by speaking about the benefits of the internet but then went on to say how the internet can waste consultants time with over researching as there is no better way to research than to pick up the phone and have the conversation or to go and have a face to face meeting to ask even further detailed questions.

Once again as consultants in today's market we couldn't afford to be without the internet.

However, our findings would seem to conclude that the technology revolution we find ourselves in could in fact have led the demise of many consultants who now find themselves unemployed. As for today's successful consultants who agreed they couldn't afford to be without mobiles, email or the internet equally were not wholeheartedly reliant upon them, with person to person (old fashioned communication maybe!) taking preference over any technological advancement today's market.

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