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Subject         How to recruit a recruiter.....

As recruitment professionals we all know how to recruit for ourselves. We advertise, network, head hunt and then interview, consider and then make the offer of employment should we want to hire the person.

It's that simple, or is it?

If only it were that simple there wouldn't be a need for rec2rec's and every agency would be at full capacity hiring more and more great consultants.

Thankfully the market is now turning for the positive again, we refer to it as "the airplane now has its front wheels off the runway, but we've not yet completely taken off and watch out for the turbulence ahead before we can reach the blue skies."

What does this mean for the rec2rec sector?

We're quickly back to having more client requirements than available candidates to present to them. Rec 2 rec was one of the first industry sectors to get hit and so quite naturally are one of the first industry sectors to feel the lift.

This said however, the Australian recruitment industry has lost just shy of 50% of its workforce from where it was 12 months ago. This significant loss means many agencies who are again trying to grow are having to do so by hiring trainees and graduates.

Those agencies looking for experienced talented recruiters need to do so much more than simply advertise.

You firstly need to take stock of your brand. Has it been effected over the last 12 months? What's the plan moving forward? Who can comment on recent

successes apart from yourself to verify your story? What can you offer to someone coming in? Are your relationships with rec2rec's in good shape and are they working as your unofficial public relations partners? Are you at the top of their delivery list for good candidates? What can you do to rectify this?

It may seem an uphill battle to get a good recruiter in front of you to start with, well if that's the case then it's a cliff top overhang to get them wanting to work for you!

This isn't to say that if you don't persist and use the right approach you can't secure yourself a superstar recruiter, you will however need to understand and follow some of the tips below on how to recruit a recruiter.

- 1)           Company story and vision  
You must be able to honestly articulate the history of your business (particularly over the past 18 months whilst the market has been tougher) , where in the market you are positioned, the future objectives and opportunity for your business and how you plan to implement and execute this. This will show the potential new recruit that there will be a "career opportunity" rather than just another job. We will guarantee you that the recruiter wants to work somewhere that is going to make them the best recruiter they can be.
  
- 2)           Your personal story  
As the interviewer, any prospective employee will want to know about you. As we all know we can only work for people we have a level of respect and admiration for. Any flaws here in your personal presentation will quickly help the potential new recruit decide not to join you.  
But don't go crazy , get too excited and oversell yourself to the candidate and tell them how wonderful you are. Over talking by interviewers is a clear turnoff
  
- 3)           Why the position now exists  
If you simply just want another good consultant in your business to add a further revenue stream, you must validate the reasoning behind why you are talking to the potential new recruit about this, explaining why the timing would be right for them to join you and what you can offer them to support this new venture.  
You must tell the truth, use a positive spin by all means but if you make up an elaborate story and the potential new recruit joins your company on this premise they will soon find out it was just an elaborate story and there goes is your credibility along with time and money wasted.
  
- 4)           Remuneration

How much are they currently earning? What did they earn last year? What is their OTE for the year ahead? You need answers to all of these points before you waffle out what you are looking to pay . Quite obviously if there is a big variance here you will again lose your potential new recruit.

Obtain their remuneration information in the first meeting with them, you don't have to tell them what you are looking to pay yet and can take into account what they have said between meetings further cementing their interest in you, your company and the opportunity before you need to go into any detail about what you intend to pay.

5)           Referencing

This is essential, ask them who you can speak with, push back if you don't feel comfortable on who they have provided you with. The potential new recruit will want to see you are hiring them because of there successes to date and not because you simply think they seem pretty good in interview. Qualify their billings and activity with the referee, did they really bring on the Telstra account on their own?

You may actually want to stop the process here having received a reference that gives you reason to question their suitability or their honesty .

6)           Closing

Don't ever offer a potential new recruit in the first meeting with them. You will be perceived as desperate and not considered in your business decisions which will only cause concerns should they join you anyway. If you want to offer them in the first meeting, contain yourself and close them off by arranging that they meet with you or one of your team members tomorrow or the day after. Ask them their interest in the opportunity and explain how the process will run. Providing you have managed steps 1 to 5 correctly the potential new recruit should have almost closed themselves in the later stages of interview before you have even offered them.

Remember just because a consultant is a superstar in one company doesn't mean they'll be a superstar in yours.