



## NLE Quick Tip: A Recruiter's Value Proposition

As search professionals, at times, we take for granted the reasons we are hired by clients. Sometimes we begin to believe that we are used simply to identify candidates/resumes and present them to our clients and then hold our breath and hope they are hired. In this presentation, Jeff Kaye shares with you a list of key points of value that can be used as a comparison of not only the value you bring but also one to share with prospective and existing clients.

### Meeting: "A Recruiter's Value Proposition"

**If you are reviewing this episode with a team, watch the entire Episode and review the following to execute on what was discussed.**

**(Facilitator):** Jeff starts us off with a great question – how would our clients describe what it is we do for them? Can they do so in a succinct and differentiating manner? We can educate our market on how to perceive us – but we first need to define what we want that perception to be. Take a moment and describe your message; Jeff has given an example if needed to get started:

*Example: We find the right person, at the right time, in the right place, at the right price. People are your firm's most precious resource, and we enhance your business and positively impact your bottom line through the people we place.*

Your message: \_\_\_\_\_  
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Now, the next step is communicating how we are uniquely positioned to follow through on the message communicated! Jeff has provided a list of ten benefits a client may experience when partnering with an external recruiting firm. However, we know from past trainings that one of the best ways to strengthen your benefit statements is by having a story to tell. Work with your team to try to have at least one past example of how clients you've worked with in the past have seen firsthand the benefits below. No different than if we were recruiting a candidate and trying to explain the growth opportunity, that growth is better demonstrated by a story of someone who has joined the organization and accomplished tremendous things. Your candidates will rarely be able to hear the story without envisioning the same level of success and promotion for themselves. We can do the same with past success stories or examples from previous searches; how have you seen clients experience each of these benefits in the past?

1. Recruiters are in a position to produce higher caliber candidates in that the majority of candidates recruited are happy in their position when they are first contacted, but are receptive to considering an opportunity that may represent an enhancement in their personal/professional lives; passive candidates simply put are more likely to be the "A" players than active ones.

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2. Without a doubt, a position can be filled by someone, but the candidates produced by recruiters will usually outperform their counterparts hired through other sources. The service charge paid to us is insignificant when compared against the positive impact a solid hire can have or the damage that can result from a bad one.

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3. The longer a position remains vacant, the greater the opportunity cost there is to the company. Since every employee directly or indirectly generates profit, not having a suitable employee on board has the cost of the foregone profit from that producer as well as the toll it takes on the other team members.

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4. As a third party, we are privy to information that could be vital when considering hiring a candidate.

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5. We can delve into personal issues that as a potential employer you cannot.

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6. We act as a buffer in handling the financial negotiations; this helps in normally attracting candidates at more reasonable compensation levels and prevents the deterioration of the relationships that have been cultivated between you and the candidate.

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7. Rarely is it desirable for a company to do direct recruiting out of their competition; if they do have corporate recruiters doing direct sourcing, they will have to consider the repercussions of what could be seen as hostile attack.

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8. As market masters in our practices, we can find out the kind of information not normally uncovered in formal reference checks. When a firm relies solely on formal reference checks at the end of the process, they are missing out on valuable information that can only be provided through more indirect channels that only a search firm can access.

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9. We have stronger capabilities in "landing" the tough candidates or closing the tougher searches; as search professionals, we have faced every conceivable obstacle multiple times.

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10. We join our clients in the hiring decision; therefore, we will take accountability for a reasonable length of time and replace a candidate that doesn't work out.

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