

## UTILIZE PROFESSIONAL SEARCH, STAFFING AND EMPLOYMENT SERVICES

**What I know to be true...** having your Resume or CV in the hands of a recruiter is the best passive way to be open to outstanding opportunities in your profession.

If you understand how search firms work, your expectations will be more realistic. You will also better understand how to approach them. The work recruiters do can be compared to the work of a realtor.

Recruiters *represent* positions that need to be filled (the equivalent of houses for sale), and they recruit qualified people to fill those positions (house buyers). They match their job opportunities with their qualified candidates, just as realtors match up house seekers with houses. In both fields, possibilities are sometimes presented as once in a lifetime opportunities.

There are many professional and reputable search firms. However, recruiters are looking to represent individuals who are marketable (stable work history, experience and skills). Therefore the more marketable you are, the more likely you will have a positive experience with search firms.

### **Here are ten reasons why you want to work with a search firm:**

1. Recruiters have access to many positions that are not advertised.
2. Recruiters can provide tremendous insight into the companies they represent especially preparing you for your interviews.
3. When top corporations need "The Best" person for a specific position, they turn to recruiters for their expertise and network.
4. Working with a recruiter is the best way to conduct a passive job search.
5. The process is extremely confidential.
6. You are able to test your marketability without risking your current job.
7. Small to mid-size companies, in general, are growing rapidly. It is typically those companies that utilize search firms.
8. Recruiters are always educated and aware of market trends. They can talk with you about current trends and predicted future trends as well.
9. If your recruiter knows what your long term goals are, they can help you find positions that will enable you to attain your goals.
10. You have nothing to lose and everything to gain. There is no obligation on your part to accept any position, unless you feel it is your next logical career move.

### **There are four types of search firms:**

1. **Direct placement** - (Contingency) - This means that there is absolutely no cost to you to work with a recruiter. The client companies pay your recruiter to find them top talent.
2. **Direct placement** - (Retained) - The recruiter receives an exclusive contract to fill a position, and is paid whether or not they find top talent to fill the position.

3. **Temporary & Contract – (Staffing Firm)** – These firms offer opportunities that are flexible. You become an employee of the staffing firm, and they find opportunities with numerous corporations. These assignments can be as short as one day or may continue for years. Sometimes a Temp | Contract position can turn into a direct placement. This means you become an employee of that corporation.
4. **Blended Firm** – Many firms are set up to combine any of the types of placement listed above.

**Here are seven tips on how to successfully work with a recruiter:**

1. Do your homework. You need to research which firms specialize in your career field. If you are changing careers, then you should contact firms that specialize in your desired career area. Ask the receptionist to define their firm's specialty. If it is your career area, ask to speak with a recruiter. If not, ask them for a referral to other firms that do handle your career area.
2. When you speak to a recruiter on the phone, offer to send them your Resume or CV and cover letter. Recruiters like to see your experience before they actually interview you. Usually a recruiter has a good idea whether or not they can represent you. A good recruiter will be honest with you either way. Neither of you wants to waste any time.

When you send your information to a recruiter you should:

- Summarize your marketable characteristics in your cover letter.
  - Clearly state your target market (geographic, area, industry, and position) and your salary range.
  - State your key selling points, your summary and most importantly your accomplishments. Recruiters will sell your accomplishments, not your job description, to their clients.
  - Attach a list of *professional* references. You should include 1 or 2 personal references, but you should have at least 4 professional references. Also, don't list a human resource department as one of your references. They are restricted legally on what they can say, and will often only verify dates of employment and if you are eligible for re-hire. You need to go to the person who was your direct boss and ask them to be one of your listed references. If you left that position on good terms, most people want to help you with your job search. Many recruiters will use your references to book interviews for you or to remove any concerns a client may have about you or your experience.
3. Be honest. Search firms will check your professional references. If you have something in your past like being let go on *bad* terms, your recruiter will find out. If you have not been honest, your recruiter won't trust you and your working relationship is often ended at that point. If you are honest with them, they will try to help you handle it in the most positive way. A recruiter's reputation is at stake with every single candidate they choose to represent.

4. This may come as a surprise. Don't call your recruiter on a regular basis. Follow up is great in most situations. With a recruiter, follow up calls prevent them from being on their phones searching for your next career move. I suggest that you send them a short email message every two weeks. Do not take it personal if a recruiter does not get back to you. Be confident that they are doing everything possible to find you a job.
5. The ideal situation is to seek out a recruiter that is professional, represents reputable corporations, has tenure with their firm, is honest with you and most importantly, someone you can trust with your career. You want to find a recruiter that you can build a relationship with and feel confident that they have your best interest at heart.
6. Make sure that your recruiter has all of your contact information. With today's technology, you should be reachable immediately following your interview. Actually, recruiters expect you to be accessible at all times, in case they schedule a last minute interview for you.
7. Make yourself readily available for interviews. If a recruiter books an interview with one of their clients, *make it happen*. Clients are busy and do not like to work around your schedule. Never cancel an interview. If you cancel, that is the client's first impression of you. Make sure you have good communication with your recruiter to prevent negative situations.

A search firm is an excellent way to find your next opportunity. With your recruiter, you are working as a team, not as an individual. If you take the time to research your search firms and find a recruiter that you like and trust, this method of job seeking can be very effective. Not only will a recruiter help you find your next opportunity, they will also keep in mind your future and long term goals. In time, you can view your recruiter as your lifetime agent.