



TYGES®

Connectivity Business Unit
Executive and Professional Search Firm

June 6, 2014

JUNE 2014

LATEST NEWS FROM TYGES INTERNATIONAL -
CONNECTIVITY BUSINESS UNIT

What Makes a Successful Recruiter?

By: Jonathan Bogush- Director of Connectivity

In last month's TYGES Connectivity Newsletter, we discussed the concept of "Change Management" and highlighted the point-of-view of one of our premiere impact players whom we are currently representing to our clients. From our impact player's perspective, the term "change management" is somewhat of a buzzword that companies claim to be interested in and committed to, yet rarely have the strategic foresight to actually tackle head-on. As a result of that newsletter, we have had countless conversations with hiring authorities and various types of individuals who are actively leading change management initiatives within their companies that reinforce the idea that change management can be an elusive concept that requires complete and total buy-in from the top down - from the stakeholders to the individual contributors in the field.

In this month's TYGES Connectivity newsletter, I want to change the pace a bit and get back to speaking about the craft of recruiting and some of the thoughts I have on what makes a successful recruiter and what essential tasks a recruiter must master in order to build a practice that continually expands while at the same time improves.

Qualities of a Successful Recruiter:

The most successful recruiters are part salesman, career counselor, consultant, advisor, fact finder, archaeologist, and "shrink." They are balanced in their advice. They present both sides of the story, ask candidates a multitude of questions geared directly toward their professional needs and wants, and work to build relationships based on trust with candidates. This is something that takes time and commitment.

As I now run a desk focused on a very particular niche within the "Connectivity" manufacturing industry, I get calls all the time from candidates requesting advice. Sometimes the calls are from candidates I currently represent in one or more of the opportunities they are exploring. Other times the calls are from candidates I have previously worked with. In both instances, they call to discuss all the opportunities with me because they trust the counsel I provided.

I recently had a conversation with my boss and discussed the idea of recruiters providing independent advice. He does only contingent search, has been in practice since 2001, and is very successful. He has built his

Connectivity Team

Jonathan Bogush
Director of Connectivity
(757) 345-2494 x 30113
Direct Line: (757) 208-7231
Email: jonathan.bogush@tyges.com
<http://www.linkedin.com/in/jonathanbogush>

Fulfillment Team

Joshua Toth
Direct Line: (757) 208-7226
Email: joshua.toth@tyges.com

Alexa Williamson
Direct Line: (757) 208-7233
Email: alexa.williamson@tyges.com

Bill Downing
Direct Line: (757) 208-7228
Email: bill.downing@tyges.com

Paul Horn
Direct Line: (757) 208-7224
Email: paul.horn@tyges.com

Michelle Crockett
Direct Line: (757) 208-7229
Email: michelle.crockett@tyges.com

Tom Peterkin
Direct Line: (757) 603-4023
Email: tom.peterkin@tyges.com

Join Our Mailing List!

Stay Connected



practice upon all the items I mention above. Sometimes he wins deals. Sometimes he does not. He is a very trusted source to his candidates. He does not lie about opportunities. He presents both sides of issues.

In speaking with some corporate recruiters and recruiting leaders, they also confirmed my assertions on what makes a successful recruiter. The best corporate recruiters also follow these principles.

The Tasks of a Successful Recruiter:

There are a number of regular practices that make recruiters successful. It is not a mystery; it is just a matter of following some basic principles and work habits. In my early years in recruiting, if I found myself struggling, I would sit down with my boss to get his advice and I will never forget his wise words, "Go back to your basics." That principle always proves successful.

The basics:

- **Sourcing:** Sourcing is not just trolling LinkedIn and other online sites to find names. It is picking up the phone and "pirating." It is looking online in creative ways. It is looking through your database. It is networking.
- **Turning names into conversations:** Once you have names, you must get them to engage in conversation, and you better know how to speak to them. If you are calling people who get flooded with recruiter calls and emails, you need an effective strategy to get them to return your calls/emails.
- **Turn conversations into candidates:** Now that you have gotten someone on the phone you need to determine if they are a potential fit for the organization and job. Do you want them to interview? Remember the first rule of Sales 101; Ask questions about their needs and wants and show them how you can help. You may be interested in that person, but they may not be interested in you.
- **Interview preparation:** Be sure the candidate knows who they are interviewing with, what the job expectations are, how long/how many interviews will be taking place, and what the entire process may look like. Set proper expectations of the interview process.
- **Stay in communication:** Be sure you provide interview feedback in a timely manner and communicate next steps. Keeping a candidate in the dark will not elicit good will.
- **Hold their hand:** Spending time answering questions and dealing with concerns. Do not avoid difficult conversations. This "high-touch" interaction will enable a candidate to trust you. Trust is crucial to outcome.
- **Qualify:** Qualify the candidate throughout the process. Is there a possibility of a counteroffer from the current employer? Will any red flags show up in reference or background checks? Ensure the candidate will accept the offer or keep negotiating until you have agreement. If you do not feel the candidate is going to accept, find out why. Can you or the hiring manager handle the objection? Do not be caught with your pants down.
- **Follow up:** After the offer is signed, place a call or send a congratulatory note to the candidate on joining the company expressing how excited you are to have them joining the team. This little act will go a long way.
- **Onboarding:** Ensure the candidate is on-boarded effectively. Walk them through the process and make sure they know what to expect for the first 30-90 days of employment. Let them know that you are available to answer questions, or refer them to the person who can help if you cannot.

Moral of the Story

Quality recruiters will always have work, whether they work for an agency or inside a company. Why? Because job boards and online "databases" like LinkedIn are unable to replace them. There are just too many skills required of a quality recruiter, and it's these skills that take years to develop. Great recruiters do not take short cuts because short cuts do not work. They consistently practice the basics that made them successful in the first place.

Be sure to check in for next month's TYGES Connectivity Newsletter and feel free to reach out for a conversation about your experiences working with a recruiter and some of the values and characteristics you feel are consistent with exceptional recruiters.

ACTIVE JOB OPENINGS:

- Industrial Sales Engineers based in MO or GA - Looking for experienced Sales Engineers with a background selling industrial automation components and electronics to OEMs and various types of industrial OEMs, Integrators, etc.
 - Senior Metallurgist willing to relocate to Atlanta, GA - Looking for someone to lead both mill and lab metallurgy test and analysis activities for a major wire/cable manufacturer that uses different types of copper and aluminum (non-ferrous) metals for their products.
 - Manufacturing Technology Engineering Manager willing to relocate to the greater Louisville, KY area - Looking for someone with a strong connector tooling and fixture design background, knowledge of designing automated assembly equipment, and serving as a global project engineer.
-

Please note: I want to redirect you to a blog that our firm started the first of 2014 - www.reinventingrecruiting.com. Effective July 1st, our newsletter will appear on the blog. It deals with a multitude of topics and I encourage you to follow it and make comments or ask questions. All are welcome. To sign up / follow the blog, go to the blog website, www.reinventingrecruiting.com, and look to the lower right hand corner where you will see a tab "follow" - click on it and sign up. I hope you find the blog helpful and insightful and please give us feedback on topics you'd like our experts to discuss.

Should you be interested in learning more about any of our current job openings or Impact Players, please contact us at connectivity@tyges.com. We look forward to working with you in the future.

Good luck in your current ventures and you'll be hearing from us next month!

TYGES International
5400 Discovery Park Blvd., Suite 201
Williamsburg, VA 23188
855-TYGES77

Connecting Great People with Great Companies