



The Art of Recruiting

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Prior to leaving corporate America to open TYGES International, I heard about the heyday of recruiting in the late 90's. Back then, if you could walk and chew gum, you could be a decent recruiter. The heyday as we know it is gone, possibly forever.

In 2008, we saw a cleansing of the market, leaving only the best to drive the industry. Many chose to move away from recruiting entirely and others chose to move to internal corporate recruiting roles. In the end, 50% of the recruiters exited the market. While there were some good recruiters that left, most in my opinion, left because recruiting became substantially more difficult and only the strong were able to survive.

So how do the strong recruiters define value for their clients and demonstrate the art of recruiting?

- 1) Being a specialist in the marketplace. The idea of being a generalized recruiter is all but dead. Even more so, we've seen entire recruiting offices shift to operate within one or two niches versus the old practice of complete diversification. Why is this important? Specializing allows you to build a brand for your clients (companies & candidates) and become an expert at meeting their needs.
- 2) Knowing your market and the players within it will provide value for your customers. When you represent A players, they expect you to know who to call, when to call, and how to represent them in the most professional manner. When searching for qualified talent for your clients, they expect you to represent their employment brand with professionalism and convince or compel prospective employees to be excited about their company.
- 3) Having a toolbox of recruiting strategies. True headhunting does include some easy strategies like searching on LinkedIn and job boards but that is only a small portion of a recruiter's toolbox. The best headhunters reach untapped individuals that an average recruiter would never find. This is because the greatest candidates are not typically looking for jobs. On top of this, most companies lack a strong employment brand and HR may not properly sell the personal value of a career change to top performers. Typically, talented recruiters are able to execute this better than the hiring company.
- 4) Keeping candidates and clients moving forward. A great recruiter doesn't stop at finding talent. They manage the entire process by keeping people on task, managing expectations, and ultimately building a great marriage between both candidates and companies. Left on their own, the two sides will connect some of the time, but great recruiters know how to improve the odds of these connections.

As a well established firm, TYGES incorporates each of these principles into the positions we fill. Partner with us and discover the value of working with a firm that understands the art of recruiting!

About TYGES

www.tyges.com

The success that TYGES International has experienced since the company's inception can be attributed to strong relationships and the desire to serve our clientele. TYGES delivers results in the areas of Permanent Placement, Contract Staffing, and full-scale Outsourcing in both Manufacturing and Healthcare.

Our mission is to reinvent recruiting by becoming a Full Solutions Provider for our clients.

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