



An Executive Recruiters Advantage

Self-Managed versus Expert Recruiting

Whenever I hear of a VP or any other senior manager being told by internal human resources to 'self-manage' your search I think of the time I tried to install my own home irrigation system.

The instructions called for making my own diagram, zone chart, then having tools to dig ditches layout the piping, install the central control system ... and ... well I gave up and called an expert. The few thousand dollars I spent spared me many months of wasted weekends, as well as avoided my experiencing the prospect of slicing through my own gas line (which I almost did once which would have blown myself and

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the house up along with me). 10 years later I still derive the benefits of that one single payment to an expert that made it look all too easy.

Expert Recruiting Consultants Pay Their Own Fees

As Red Adair, the famous international oil well firefighting consultant, once stated "If you think a professional is expensive, wait until you hire an amateur".

"If you think it's expensive to hire a professional for the job, wait until you hire an amateur" - Red Adair

I write share this story because just last month the national VP of a company I've assisted in filling prior management openings told me "HR wants me to try on my own first". So what does that mean, I asked?

He went on to explain they bought the recruiter package for LinkedIn, turned over the password and admin access to him, and want him to create his own searches, form his own emails and reach out to candidates himself. Wow.

The least among the problems I immediately spotted was LinkedIn's agreement forbids sharing access among internal workstations. And this was a major publicly traded company we're talking about. I'm not here to bash LinkedIn however.

We went to discuss all the flaws with this approach. Here's just a few I covered during our conversation:

1. Not everyone logs in to LinkedIn regularly unless your IT or sales.

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2. Many don't have their LI page settings properly set up to alert them of an email
3. If they are on LinkedIn their profile might be missing key keywords you happen to be focusing your search on. This means missing many potential candidate prospects who were not thinking about you when they set their profile up originally.
4. If you stop at just using LinkedIn's inmail, you probably will miss 90% of your target market. Why? Because many don't check LinkedIn's 'inmail' as it is called.
5. You have to also use *standard business email, personal email* and of course the most reliable still in this modern AI age, the telephone.
6. LinkedIn's recruiter platform has a faulty boolean search. Bet you didn't know that? You read that right. This means even if you are an advanced user of Boolean search query strings, and can formulate complex "IF/OR/AND" formulas you are wasting time. (*I have had multiple telephone conference calls with LinkedIn tech liaisons but see no improvement after spending the better part of all of 2016 discussing this specific subject ad nauseam with LinkedIn officials).
7. Finally, many don't have profiles on LinkedIn simply because they prefer it that way. Yes. Even millennials and generation Xers.

By comparison, when we as expert search consultants initiate a search we know we must compile data cross-referenced from numerous sources including:

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- Trade Association membership and attendance rosters
- Known companies that exist in that field by discipline and proximity
- Company employee rosters/listings
- Knowledge as to unique cultural or current events (who's laying off, divesting, which acquisitions are not merging harmoniously, etc.)

One Recruiting Approach is Never Sufficient

We never rely on one approach. Especially when referring to a social/business platform where people are receiving all types of investment, sales, and non-relevant social networking and conference calls daily and have become accustomed to deleting what amounts to mostly annoying In-mails.

By comparison we often identify double the amount of employee/prospect names than we would have using any single platform such as LinkedIn. Double!

That means 100% more contact names outside of LinkedIn. And the reception is always more positive and appreciated when someone receives a *direct call*. A personal, warm, empathetic direct call remains still as the best approach even though the telephone was invented in the late 1800s.

The more recognized and known the individual is in the particular industry making the call ... which is the case of many tenured search

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consultants with 20 years or more experience ... the better chances of getting a returned call back and initiating dialogue.

Candidate Dialogue is King

Dialogue ... *not In-mails or emails* ... remains king as the most effective starting point for any intelligent business discussion. Whether the discussion is about a joint venture, a senior level recruiting assignment, or any other initial business transaction.

Where Is Your Time Best Spent?

Just last week a senior level executive of a major insurance company nearly botched up his offer by poor handling of the offer presentation itself. Yes, even how you *present the offer* becomes a determining factor in your ability to achieve an offer acceptance.

Truth of the matter was he simply did not offer jobs often. Perhaps one or two times every 2-3 years. As professional search and recruitment consultants we handle offers multiple times *weekly* across a multitude of vertical salary tiers with various companies both private, public, and mutually owned and large as well as small. This brings significant depth of offer presentation knowledge no single middle level manager can match and would not be expected to be adept at.

We see poor offers, as well as poor offer *presentations* (even though the components were adequate) a leading factor in turning candidates interest level off.

A Successful Recruiting Assignment Requires A Well Conceived Plan

LinkedIn is a tool. A great tool. But it should be only part of the overall plan. But you must be well trained in using it effectively and understand ... just like any handy person ... you must have many other tools in your toolkit at your disposal ready to use in order to finish the job.

About the Author:

Frank G. Risalvato, CPC In 1991 Frank G. Risalvato, along with 3 other partners founded www.iresinc.com as a recruiting firm focusing in various specialty niches. The company quickly expanded its clients nationally and internationally. Today IRES works with global insurance companies based in Frankfurt, Zurich, London, Paris and throughout the U.S. and Canada. Celebrating our twenty-sixth year serving the Insurance Industry as an Executive Insurance Recruiter. He authored the book illustrated below "A Manager's Guide to Maximizing Search Firm Success" available through Amazon.