



ZLS

**RECRUITMENT
SOFTWARE SPECIALISTS**

The Recruiter's Book of Checklists

Ross Williams David Bloxham

A skyscraper cannot be built without a solid foundation. No matter how complex or intricate the architecture, if you build it on a swamp, it will sink. This is one of the best and truest analogies I've heard used in recruitment. It's the same for mastering any particular trade - everything comes down to the foundation; the basics.

With this in mind, 2LS have collaborated with two of the country's leading recruitment experts who, between them, boast more than thirty years of industry experience, in order to create a guide that covers the ten most important facets of recruitment.

As is true of all industries, the recruitment world is ever changing. It is vital that those seeking to provide a market-leading service continue to evolve and polish their skills to ensure that they stay ahead of the increasingly fierce competition. Ultimately, it all comes down to revisiting the basics and learning how to adapt and apply them to the existing market conditions. Broken down into ten key points per section, this guide covers the basics that all recruitment consultants, experienced or not, should be returning to and brushing up on regularly to ensure they are doing all of the job, all of the time.

Another basic that every aspiring consultant should have access to is a recruitment-specific CRM system. 2LS takes great pride in the ongoing development of our GRIP recruitment database.

Designed specifically with the recruitment industry in mind and geared towards making sure that all candidate and client details are easily accessible and searchable, GRIP is intuitive, simple to master and lightning fast.

Available as installed, hosted and mobile options, GRIP provides a powerful and hugely time-efficient recruitment database solution that will give your consultants a winning edge against the competition.

Neil Thompson
Managing Director
2LS Limited



For more information about 2LS and GRIP, as well as a number of other free recruitment tools such as an online margin/mark-up calculator, please visit www.2ls.com.



That candidate who applied for your job likely applied for another ten jobs. Before you know it, he's being forward for other jobs too and everyone knows about him. He's not a commodity any more and you're in competition.

How about being able to present your client with someone that no other recruiter can? If your magnificent sales patter and magnetic charisma can't convince the client, being able to use the phrase "this candidate is working exclusively through me" will bring major credibility to your proposal.

1/ First, understand WHY the candidate in question is hard to find.

Is it because he has a rare skillset? Perhaps it is because your client is in a remote or unappealing location? Once you know what the problem is, you can address it.

2/ Consider whether the skills you seek in a candidate

could be disguised within a CV or inferred by another word or phrase. Perhaps product X is made by company Y. Some candidates may not actually write "product X" on their CV but may well write that they have used the bespoke tools of "company Y"

3/ Putting "CV" and a boolean search of skills

into a Google search will likely get you a long list of agency advertisements. Delve deeper and go 50, 100, 200 results in. Add other words that you might find commonly on a CV, such as "interests" or "date of birth" and you should pare away the vacancies and get more CV views.



4/ Always ask your candidates who they know. It doesn't matter whether the person in question is looking or not - at some point, he likely will be and it's better to introduce yourself now. You never know who *that* person might know. Incentivise your candidates to refer you (promise of a fee if you place one of their contacts) and you may well end up with a candidate that no other agency has on its books.

5/ Don't think that you can't ask clients who they know either - perhaps your client just had to release an excellent contractor due to budget cuts, or used a guy a few years back who has since become a friend. Remember that recruitment is ultimately a contact sport - the more contacts you make, the better you'll do.

6/ Headhunt - identify a company that does what you need your candidates to do and phone them up. Find a way to get through to the technical department and strike up a conversation. The question "do you know anyone who *might* be interested in..." will get the answer "actually, I might be interested" more often than you think, especially if you market the opportunity well.

7/ Don't discount overseas candidates. Many recruiters will stop looking if they can't find someone in the same country as them. If the skillset you seek really is a huge rarity, your client may well consider an expert from another country. Expand your search and reap the rewards.

8/ Similarly, find out Universities that offer excellent programmes in the subject in question. If your client is struggling to find the right skills, they might be able to engage two final year postgrads for the price of one "regular" contractor or maybe even engage a course tutor for a contract over the University vacations!

9/ Look to the past - candidates that have sat on the database for years but haven't been contacted in quite some time may well have upgraded their skills or changed roles. Turn the clock back and think about where your ideal candidate may have been three years ago, then resource for that and you may well find hidden treasure within your database.

10/ Remember that people work during the week so that "hard to find" candidate may simply be hard to contact as he has a job to do. Try phoning out of core hours or at the weekend - many candidates will be impressed with your work ethic and far more willing to converse if you go the extra mile.



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2LS Limited
1 Wesley Gate
70/74 Queens Road
Reading RG1 4AP

Tel: +44 (0)845 685 2230
Email: info@2ls.com
Web: www.2ls.com

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Authors: Ross Williams
David Bloxham

Design: PWD Design Limited
Illustrations: Louise Kemp

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