



Launch Search

STEP 3: Introduce Yourself to Recruiters



Recruiters play a vital role in today's competitive job market. With such a large pool of highly qualified professionals seeking new opportunities, it is well worthwhile to a hiring organization to use recruiters to locate and screen prospects. Today there are recruiters specializing in virtually every industry and size of organization, and they recruit for just about every job function imaginable.

If your resume is impressive, it may be added to the recruiter's database of candidates. You may be contacted if there is a position that fits your profile or you may be asked to recommend other people who might be interested in a particular job. In either case, you will be starting the process of building a relationship with a recruiter. Every phone call or meeting will probably be noted in the recruiter's database.



There are two primary types of search firms you need to be aware of in your search. Both charge the hiring company a fee and neither should ever charge the prospective employee a fee. Before you begin working with a recruiter, it is important to understand that a recruiter works for the companies that are looking for candidates. Recruiters do not work for the job seeker. Most recruiters will not spend time "marketing" you into your desired companies. A recruiter will only be interested in partnering with you if you possess the criteria to fill a current position they are trying to fill.

Contingency Search Firms:

The majority of search firms are contingency firms, which are more often used for junior and mid-level positions; however, today it is not uncommon to find contingency recruiters filling executive positions. Contingency recruiters do not usually work on an exclusive basis with the hiring company. Since they are competing with other recruiters to provide candidates for each assignment, they tend to work fast and to submit to the client company as many candidates as they can. These recruiters only receive a fee if their candidate is hired. Contingency recruiters provide you with a great deal of exposure, since they send many resumes to their clients.

Retained Search Firms:

Retained search firms most often hire for top-level executives as well as highly specialized or very difficult to fill and pivotal openings. A client company may hire a single retained recruiter for a particular assignment and the firm receives a portion of the fee regardless of the results of the search.

While a retained recruiter is considering you for an assignment, no other individual at that firm is likely to contact you, even if you would be the perfect candidate for another position. As a result, you are unlikely to be contacted by any one particular retained search firm for more than one or two positions in a year.

Defining your value in the eyes of a recruiter:

Recruiters work in two ways – they look for candidates to fill open job orders and occasionally they “market candidates” in order to get job orders. Generally recruitment professionals have expertise in one of a few fields, gained from having been in that field themselves or over a period of time in the search business. This is because of the growing complexity and uniqueness of each field and the unique demands in that field. A recruiter must know enough about the field to be able to “talk” business with client companies and prospective employees. Companies rarely pay large fees in advance unless they have confidence that the recruiter knows the industry he or she is searching.

There are eight requirements that make up a marketable prospect for a recruiter:

- The candidate’s skills are in high demand
- A list of measurable accomplishments and a successful track record
- An attractively priced candidate, either at or below market
- Personally qualified (This refers to the candidate’s personal appearance and interviewing ability. Both must be fairly good.)
- Skills and experience appropriate to their age
- A highly cooperative candidate who is either actively looking or wide open to a change
- Limited market exposure (Your resume and qualifications are not spread everywhere and saturating the market. A recruiter would prefer for you to be an exclusive ‘find’ for them but this is not necessarily to your benefit, so you may choose not to fully disclose your market exposure.)
- Multi-candidate organizational need person rather than singular job title (The best candidate is one that most companies employ a good number of, rather than just one.)



A “Class-A marketable candidate” must meet all eight of these criteria; however, if you do not, you may be considered a limited marketable candidate. As you connect with recruiters, always ask yourself how well you meet these requirements.



Building a strong partnership with a recruiter:

During your job search campaign it is important to build partnerships with several recruiters. Recruiters can be your strongest allies, but it may be challenging to form lasting relationships with them. Recruiters are generally gregarious and social individuals who enjoy working with highly professional people to find more highly professional people for their client companies. The recruiter's profile is part consultant, part psychologist and part salesman.

Treat the recruiter with the same respect you would a hiring manager

A recruiter may be your only doorway to a prospective position. When engaging with recruiters you should consider every conversation as important as a final interview with the hiring company. The recruiter's job is to find the best candidate for hire. You cannot effectively convince the recruiter that you can fill the role, you probably will not make it to the actual interview process with the hiring company.

Be Flexible

The more limitations you put on an opportunity while working with a recruiter, (i.e. rigid salary or compensation requirements, geographic location), the less willing the recruiter will be to work with you. Be as flexible as possible and explore any opportunities of interest.

Communicate Appropriately

Recruiters are focused people. They likely concentrate on a several specific searches at a time. They will be looking for candidates that meet the qualifications set by the prospective employer. If you do not fit those qualifications, do not expect to hear back from a recruiter quickly or at all. As you move through your search, follow up with recruiters to let them know that you are still in the job market so that you will be in the forefront if a relevant position hits their desk.

Pay it Forward

Offer your networking assistance to recruiters that specialize in your industry or areas of expertise. By helping them increase their candidate pool, they will remember you when a job opening comes available that may fit you.



INTRODUCE YOURSELF TO RECRUITERS

Finding recruiters:

As you search for recruiters, you should make every effort to identify those that specialize in your functional area of expertise and/or your targeted industries. The best way to find a recruiter is through your professional network. Ask co-workers and those involved in your line of work if they can recommend and introduce you to a recruiter they may have used in the past.

The Internet is also a good source for finding relevant search firms. Simply conduct a search for recruitment firms in your function or industry.

Helping recruiters find you:

Many job postings online are posted by external or internal recruiters. It is highly likely that if your optimized resume is pulled from a database, the first call you will get is from the recruiter working to fill that position. If you are a member of LinkedIn, you should join professional groups relative to your function or industry as recruiters watch these boards to find prospective candidates.

For more information about partnering with recruiters, consult with your Meridian Coach!