

People



are a company's
most valued

Commodity...

So why is hiring often not treated
with utmost importance?

Legal issues are handled by a lawyer,
financial issues by an accountant.

**You should hire a recruitment professional to
help *hire and retain* staff!**

Tips on how you
can hire **MORE** effectively

INSIDE!

Never used a search firm?

Here are some tips:

- **With consolidation or client ties, you may be limited on whom you can go after.** Search firms can approach candidates that you may not be able to contact!
- **Resumes tell you a lot and a little.** Sometimes the resume doesn't accurately reflect the person. We all have seen great resumes and then been disappointed in the person; we all have seen weak resumes but have been impressed with the person. Talented and successful recruiters will probe to find the individual who is a match for your qualifications and culture! Your hiring managers should only see top quality, interested candidates.
- **Search firms will cost you, but will ultimately save you time and money,** allowing your managers to concentrate on training, supervising and keeping current staff. Time is money!
- **When looking at search firms, check them out thoroughly, including references!**
- **Ask questions about how the firm works:**

What is the specialty? How long has it been in business? Do they have enough backup staff to service your needs? Do they understand your business? Where do they recruit? Do the recruiters research or do they strictly have candidates come to them on their own or through referrals? Do they handle testing or profiling? What is included in the service? How thorough and in what format are references provided? What is their competitive advantage? Will your search be a priority? Are they making a commitment to do what it takes to fill your positions?
- **Find out fee structure:**

Retained -100% of the fee is due within a designated time period (usually 60 days from start of search)
Contained – A portion of the projected fee is paid as a retainer, balance due upon completion of the search
Contingency – Payable only if and when firm secures a candidate that gets hired

On what is the fee based?
Total compensation, base, or a combination?

What guarantee is offered?
If the new hire does not work out, what is the policy? Some firms will give a full or partial refund or will offer a replacement within a limited amount of time. Many services will nullify the guarantee if the fee is not paid on time.
- **If you work with a service, make a commitment to them and work as partners:**

Give them the details they will need to better identify and recruit candidates; return their calls in a timely fashion as they may have questions, concerns or candidates that need immediate attention to fill the position.

***A search firm's goal should be to save you time
and money by assisting you in hiring top quality employees.***

Why retained/exclusive *is better than* contingency/non-exclusive search

As labor becomes tight and turnover frequent, finding and hiring new people will become more time and labor intensive.

Companies need to find and use the right resources to locate skilled candidates who are interested in their open positions.

For an efficient search, recruiters must be properly briefed and understand client needs, benefits and culture.



- Retained recruiters enter into a 'partnership' with clients where both want to win...and they commit their time to resources.
- Working with retained recruitment professionals tells candidates that a company is serious about hiring and the future of their company. They care enough to invest in finding the right employee.
- A retained recruitment firm is more concerned with getting quality vs. quantity in front of their clients.
- A retained recruiter is committed to finding the right candidate and strategizes with the client on developing the right job profile, a plan on where to find those candidates, and conducts thorough screening and reference checking. The retainer allows them to commit the time and resources to do the job correctly.
- A retained recruiter will focus efforts on getting your position filled more quickly, which will help you get your new hire in place and productive sooner.
- Candidates often don't care to work with contingency recruiters as they are unsure if they really have an order and job to fill.
- Contingency recruiters typically take every job order that is offered and simply don't have or take the time to search creatively or sell the opportunity. Generally, candidates are not properly screened.

If a client asked you to do the work to run a campaign and stated that they would pay you only if you got them results, what would you say? If a customer ordered a meal from a restaurant and said they would only pay if they liked the food, would they take the order? A realtor will only take a listing with the understanding that it is exclusive for a designated amount of time.

Why Media Staffing Network is the best choice for your staffing & hiring needs:

- **Media Staffing Network** was established in 1993 by media and recruitment professionals to better understand your needs!
- **Media Staffing Network** offers one-stop shopping. Services include *temporary*, *temp-to-hire* and *full-time* recruitment from entry-to-senior level positions
- **Media Staffing Network** maintains a nationwide network for referrals as well as a database of qualified candidates. Our goal is to identify qualified candidates who will consider a career change to save you time in your search
- **Media Staffing Network** is staffed with specialists who have management and hiring experience in media and advertising
- **Media Staffing Network** doesn't just deliver "names." We find, screen, pre-qualify and submit written reports on why candidates have been selected for your position. We work with our clients to strategize and develop legal job profiles
- **Media Staffing Network** is EEO compliant
- **Media Staffing Network** has established industry contacts to better check references
- **Media Staffing Network** specializes in diversity recruitment
- **Media Staffing Network** is a certified **Woman Business Enterprise**

