

Why Use a Recruiter?

Hiring Managers throughout the Natural Products industry repeatedly tell us two things:

1. the most important asset in their organization is Human Capital, and
2. one of the most challenging functions of their position is finding and attracting top talent that knows the space and can have an immediate impact on their organization.

Recruiters reach “difference makers.” There is always a shortage of outstanding talent in relation to the demand. “B” and “C” players are relatively easy to come by, but true “difference makers” are few and far between -- they’re not actively looking for other opportunities, they don’t feel the need to test the market and many of them deal exclusively with recruiters, much the same way as professional athletes rely on and trust their agent.

“A” players, however, do get excited about what we call “career stretch,” and they are smart enough to recognize a great opportunity when it is presented to them in a confidential and compelling manner. They appreciate the worth of third-party representation, confidentiality and professional mediation. Recruiting superior candidates can be a complex process and is best performed by a professional. Recruiters who specialize in niche markets effectively tap into hidden talent sources, the likes of which will never be reached by newspaper ads, the Internet or alumni associations.

Recruiters are cost effective. The benefit of using a recruiter can be weighed against the cost of preparing and executing an advertisement campaign; salary/benefits of HR personnel responsible for screening, qualifying and interviewing countless candidates; and operating without a key employee for an uncertain amount of time. The use of recruiters is an investment in improving the quality of an organization’s staff. Beyond that, the risk in not using recruiters can be great. For smaller companies -- where one hiring mistake can have disastrous results -- using recruiters is sometimes more important than for very large companies.

Locating talent is just the beginning. Qualifying those individuals -- ensuring that they match your specific needs and corporate culture, and preparing them to make a career change -- is where we earn our keep and save you time and money. You spend a tremendous amount of money on training, salary, benefits and everything else that goes with new hires, so it is critical to hire the right people for the right job for the right reason.

Recruiters observe strict confidentiality. Organizations with a critical opening can be vulnerable to competitive intelligence gathering. Confidentiality can keep competitors from being tipped off to shake-ups in management, new product and marketing initiatives, and can protect against employee and supplier apprehension. Recruiters value the sensitive information they become aware of during the search process and respect their client's vulnerability. An experienced recruiter also recognizes that much of their reputation and stock-in-trade are based upon how well they honor the confidentiality of others.