

## The Executive Recruiter — A Valuable Business Consultant

Hiring the right people for the right job for the right reason is one of the most difficult challenges a company faces. It requires a clear definition of the position, a clear understanding of expectations and goals, and a game plan or strategy to find the right person. This game plan must include an effective marketing strategy to promote and market the benefits of the company, as much as the job itself. The question is: How does a business owner effectively promote the business in order to hire the best people?

One of the best ways of finding and attracting top-notch people in your industry is by using an executive recruiter—a specialist in your industry or market who can find and evaluate talent and effectively market the position you are presenting. Also called “headhunters,” they are well-skilled in determining the right person, the right compensation, and sometimes even the right direction for your company. These experts are in your market every day, discussing industry happenings with companies and candidates.

Although an executive search can be done in-house, utilizing the services of an outside search consultant is more expedient, efficient, and effective. Advantages include:

**Confidentiality.** A confidential search keeps important information from competitors, such as new-product introductions, sales strategies, or key executive openings. You might also be planning to replace a current employee due to performance issues. It also enhances the “value” of the position and will attract more qualified candidates.

**Network of contacts.** The wealth and depth of key contacts in an industry that an executive recruiter has is a tremendous resource in finding quality candidates. In-house HR contacts in your industry are quite limited and are at the mercy of job ad or Internet job-posting responses, both of which fail to produce the desired candidates for key, higher-level positions.

**Timeliness.** Keeping the search process moving is critical in recruiting top talent. The best candidates look for companies who take action and show decisiveness. A quality candidate is probably being actively recruited by other companies. A search consultant keeps the process on track, maintains interest by both parties, and helps close the deal. There’s also a strong desire to expedite the search process because consultants typically don’t get paid until a candidate is hired.

**Objectivity.** Good executive recruiters will find multiple candidates for you to consider. They will give you their evaluation of strengths and weaknesses. They will help you evaluate candidates side by side according to your needs, and independent of any company politics that might otherwise be involved.

Executive recruiters charge a fee, usually based on the compensation of the position—typically 25%-30% of total first-year compensation for salaried positions. For sales positions, where you have a base plus commission, the fee is usually based on the base salary only. The fee should be considered as an investment in increasing the quality and value of your company. Hiring a specialist to find and recruit the very best talent available will help your company take the step from good to great.