

# Be prepared for recruitment outsourcing

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## *Different types of firms match different needs*

A recent survey of 300 companies showed that more than 30 percent are outsourcing recruitment and 60 percent plan to increase recruitment outsourcing.

By hiring a recruitment firm to find your talent, you can increase your bottom line. Outsourcing – of recruitment, in this case – allows your company to focus on what it does best while an expert takes on the recruitment process.

Your first decision is whether you should engage a contingency search firm or a retained executive search firm. The differences between the two go far beyond the obvious – the method of payment for the search that will be conducted.

In a contingency recruitment situation, the fee is paid upon the hire of the candidate. A contingency recruiter typically seeks middle to upper management or talent in a salary range of \$45,000-\$80,000, including professionals such as accountants and engineers.

Due to the pay range and functionality of this level of talent, a contingency firm, through specially formatted databases, can usually locate several or even many acceptable, readily available candidates in a quite timely manner. A contingency firm is motivated to find highly suitable talent, as its fees are contingent upon hire of the firm's recommendations.

A retained executive search firm is retained, in good faith, to seek out the highest, most sophisticated candidates

for executive openings – senior executives, C-level and board-level placements. What your company is paying for is the refined relationship, sophisticated and effective network and the process that you will be receiving from the retained recruitment firm.

A successful search outcome usually yields three candidates deemed, by you, most suitable for your opening. You, the client, always have final decision authority.

Put simply, the level of sophistication of the vacant position should match the level of complexity the search firm can provide you.

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At some point, either recruiter may be in your company's cards. It's important to be ready to hire a search firm just as soon as the need arises. Some key considerations:

- Does this firm have experience in my particular industry sector? If I am in the health care industry, a super IT recruiter is not going to do my company any good. It is imperative that the firm understands my strategies and business models.

- What kind of discovery process will the company be utilizing to bring me the most qualified candidate?

- Did the company representative listen to me and my needs? Does he fully understand the culture of my company and why this position is essential to the future of my organization?

- Has the company made clear their

“off-limits” – companies whose employees are not to be recruited?

- What kind of confidentiality safeguards will be in place during our communications throughout the search process?

- Is this firm truly interested in seeing my company succeed? Can I turn over this search with full faith and trust? Trust your instincts.

In the end, if you should find yourself in need of a recruiter, expect him to bring forward three highly qualified candidates and to partner with you to offer advice as to which one will bring the most value to your company.

In the event you find yourself in need of a temporary or urgent hire for a product launch, many hires for the opening of a division or even for a temporary project, there is yet another option to consider: recruitment process outsourcing. This is an alternative to the traditional recruitment solution in that it is a “scalable” process as opposed to hiring an individual contributor.

Whether you need one position filled or 100, the right talent, already identified and available, can be brought on board immediately, in any field of business. Most interestingly, this is a “pay as you go” model, as you only pay for the talent as it is needed. A hire may be brought aboard on a per-project basis only.

Here again, interview your prospects early, as there are many veins of human resource outsourcing. Some go as far as to train and on-board the staff, depending on the needs of your growing company.

The recruitment industry is growing at an exciting pace. Armed with the right knowledge, you can partner with the proper firm for a big payoff. ☞

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