



THREE OUTBOUND RECRUITING PRO TIPS

THAT SAVE TIME AND MONEY



When you're recruiting for a fast-growing company, you're all hands on deck to fill a ton of roles. With dozens of open positions, multiple stakeholders and highly specialized job requirements, it's tough to find enough great candidates to fill the pipeline quickly.



When positions stay open due to lack of candidate flow, money is going out the door. Plus, if you don't have enough candidates, you might be forced to make hasty hiring decisions which could lead to attrition. By making a few small tweaks to your internal recruiting practices, you can save a ton of time, recruit the best candidates, and make your hiring managers happy.

HERE'S HOW TO START SAVING TIME AND MONEY IN YOUR RECRUITING. AND GET SOME BIG WINS INTERNALLY:



1. OPTIMIZE YOUR SEARCH TO FIND THE RIGHT KIND OF CANDIDATES.

Head hunting can be an extremely time consuming process. You need to make the most out of every hour you spend searching for candidates. Most recruiters only use a small fraction of what LinkedIn Recruiter has to offer. Searches often include title, geography, years of experience. But in order to maximize your outreach for the highest chance of response, you need to pinpoint extremely qualified candidates for your exact role. Here are 3 essential search criteria you should use in every query:



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- **Skills:** Include 3-5 essential skills you're looking for in the ideal, qualified candidate.
 - **Keywords:** Here's where you can get creative- include keywords to pinpoint your ideal candidates. Anything from project experience, interests, role responsibilities- all of these make excellent keyword search queries to hunt for the most qualified candidates.
 - **Companies:** Where better to find qualified candidates than to look at your competitor's team? Load up a list of your top competitors and search through their existing talent.
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2. ENSURE YOU HAVE ENOUGH PEOPLE IN YOUR PIPELINE TO GET “THE ONE”

Believe it or not, there's some rough math you can do to ensure you're getting enough people in early stages of your hiring pipeline. If you don't build a pipeline plan from the beginning, you'll spend more hours over lots of weeks trying to build a robust pipeline of quality candidates.

Here are 2 general rules of thumb you need to consider when building your pipeline plan:

- Only about 10% of the people you contact will end up in your pipeline.
- Expect to cut about 50% of your candidates between each hiring round.

Here's an example rundown for a mid-level position at a fast-growing company:

150 candidates cold contacted ->

15 candidates apply and move into your hiring pipeline ->

8 candidates move to first round of interviews ->

5 candidates move to the second round of interviews ->

3 candidates move to the final round ->

2 candidates in the offer stage. ->

1 candidate accepts and joins the business ->

That means you'll need to contact about 150 candidates to be sure you've got 15 solid applications to kickstart the process. Every company is different- but you need to think big from the beginning to make sure you've got enough candidates to get the right person to fill the role.



3. STRUCTURE YOUR TEAM DIFFERENTLY TO GET BETTER RESULTS, FASTER

Here's the deal. We know more often than not, internal recruiters spend most of their time project managing, updating hiring managers and managing multiple vendors. When do you have time to do actual recruiting? In order to get results faster, you need to delegate the essential tasks related to building a robust pipeline of qualified candidates.

Here's how to do it. After you've identified the recruiting work you really need to do, here are some great responsibilities to delegate out to others:

- Sourcing: running hyper-targeted searches to find quality candidates (pro tip-this is a great task for part-time, entry level staff looking to get a head start on a career in recruiting!)
- Outbound communications: high quality communication with candidates to drive them into the hiring pipeline.
- Project management: you need someone who can keep hiring managers happy, and internal stakeholders in the loop!

In the end, by delegating out these functions, you'll massively increase productivity, and ensure you're spending enough time on actual recruiting.

There you have it! 3 practical steps to take right now to save time on your recruiting.

When positions stay open due to lack of candidate flow, money is going out the door. That frustrates everyone. But finding the right candidates takes legwork and insight.



That's where we can help.

Platt Partners builds robust pipelines of quality candidates for multiple hard-to-fill positions at fast growing companies. We utilize the powerful combination of technology and true relationship building to deliver candidates your hiring managers will be thrilled to meet.

When your candidate pipeline is full, life gets easier. Hiring managers are happy. The business has the right team members in place to thrive. And you establish yourself as a strategic partner in the business.

WE MAKE TALENT ACQUISITION LEADER'S JOB EASIER

Generating quality candidate flow for "hard-to-fill" positions



Contact us at
info@plattpartners.com to talk about
how we can help deliver multiple
candidates in days, not weeks, for
your hardest-to-fill positions.