Fully Engaged Ltd
Developing the Individual

SMART SOURCING STRATEGY

With the war for talent intensifying and the market becoming ever competitive, a smart recruiter will not want to compromise on the quality of talent they source yet they need to be ultra-efficient with the time they spend tracing the needle in the hay stack.

This 3-step strategy does take time, about fifteen minutes, but if completed thoroughly could save you hours of trawling time and may even find the purple squirrel your client desires!

Step 1 – Know what you're looking for

OK, it might sound a little obvious, but do you *really* know what you are looking for? What will make your client's boat float when they see the profile?
Clearly you will want to know what are the essentials and desirables in turns of skills, experience and qualifications (or certifications), but have you visited their premises? Do you know what their culture and values are? Hard to truly know without investing time in a site visit and ideally meeting the line manager.
What are the backgrounds of the existing team members in terms of common past employers, education, experiences?
Other factors may include the mobility and availability of the ideal candidate, salary levels and their present job role.

Step 2 – Where can you find them?

Recruiters are developing a reputation for solely jumping onto LinkedIn but with only one third of job seekers rumoured to be on the site, not only are you being lazy but you are possibly missing out on the purple squirrel!
Some of the top performing recruiters I work with know which hangouts to tap into. Ask yourself these questions: Which online platforms or groups would the ideal candidate use? Consider trade press, professional chat rooms, Meet-ups, conferences and other networking opportunities. Is there an ideal previous employer for this client (maybe a competitor). Which job boards are they most likely to use? What job titles would the perfect candidate most likely have? What synonyms will improve my Boolean search string? Have you or your team worked a job like this before? (searching your CRM).

Step 3 – Prepare your pitch

Bearing in mind you may need to headhunt these candidates, consider in advance how you will approach them. Ideally, use the phone, it's quicker and you can assess and impress far easier this way.
Firstly, don't try and pitch the role to the candidate whilst they are at work; they cannot talk and will likely just reject you. Instead, talk to them, sharing some of the key nuggets about the role/client and arrange a convenient time to talk freely (after or before work, lunchtime etc).
Secondly, put yourself into their shoes. Spend some time reading their profile and consider what they would find attractive about the role you are representing. Job title and money are the obvious, but think also about career path, training and development, the client's values, corporate social responsibility and flexible working (where available).
After sharing a few points, find out what would tempt them to move before sharing the most relevant points (no-one loves a sales pitch!). If it's not right for them, ask who they know who may be interested.

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