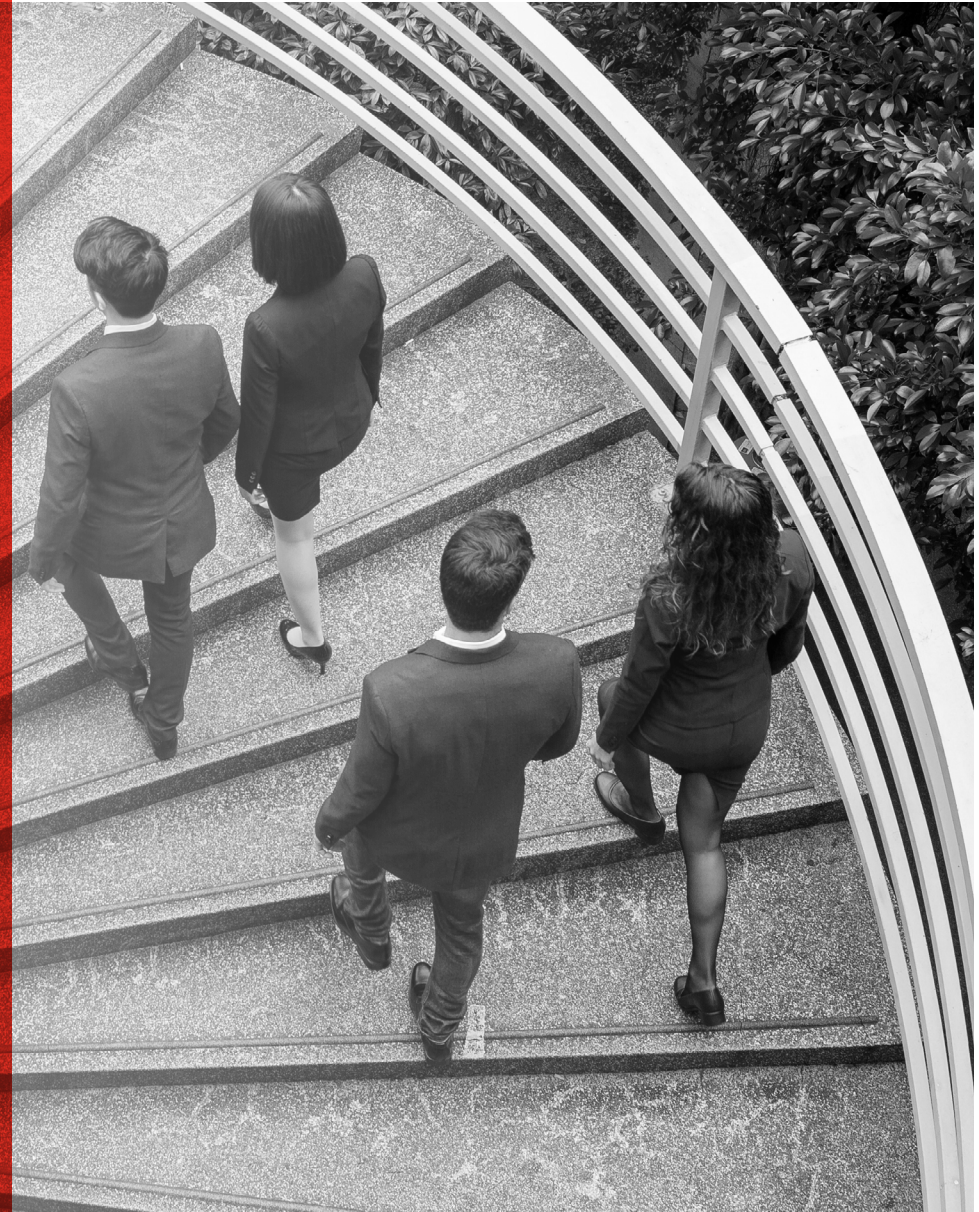




# WHAT TO LOOK FOR IN A RECRUITMENT COMPANY





# Contents



Introduction	03
1 Value for money	04
2 Industry expertise	07
3 A good fit	10
4 Experience and expertise	13
5 The recruitment process	16
Recruiting for excellence	18

# Introduction

If you're looking for the perfect candidate to fill a role, recruitment companies are a valuable resource.

Finding employees that are the right fit for your company culture and have the skillset to do the job you require is no easy task. The recruitment process can be time consuming, and at times frustrating if the quality of candidates applying is not what you're looking for.

This is where a recruitment company can add real value. But just as it's important to find the right employee for your company, you want to find the right recruitment company to work with.

A good recruitment company will take the time to get to know you and ask questions to ensure they understand exactly what you're looking for in a candidate. But not every recruitment agency operates this way, which is why it's important to take the time to find one that fits with your requirements.

In this eBook, we discuss the top five things to look for in a recruitment company and how each of these five elements can enhance your recruitment experience.

From trust to communication, understanding company values to thinking outside the square, a good recruitment company will have your best interests at heart.

**Here's how to find the recruitment company for you.**

# Value for money

Recruitment companies offer a service and with this comes a fee. This can be a deterrent for some businesses, but a return on investment needs to be considered.

Before you look at employing a recruitment company as a cost to your business, consider the value of this service and what you receive.

One client who uses a recruitment company says they do so for the simple reason it makes good business sense. This client has no internal HR expertise, nor do they have the time to undertake the recruitment process themselves. Instead, they use a recruitment company they have developed a relationship with and trust.

“Stick to what you’re good at as a business and use recruitment experts,” the client says. “This will also give you peace of mind that you are following due process, both for you as a company and for the candidate.”

01



# What do you get for your money?

When you are researching prospective recruitment companies to engage with, ask what their fee structure is and what you get for your money.

As a rule, most recruitment companies work on a percentage basis associated with the salary of the role you are looking to fill. This means the more senior the position the greater the fee.

But remember, the recruitment company won't receive this fee if they can't fill the role. Therefore, you can be assured they will work to find a suitable candidate they believe will be a successful fit.

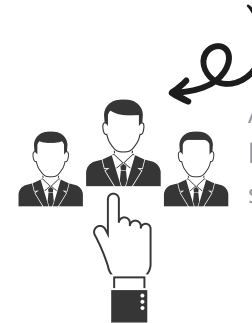
Be sure to ask about their terms as well. If you are engaging a recruitment company to hire a candidate for you, you are entering a service contract. Always read the fine print and know what is expected of each party.

## For your fee, you can expect:



Preliminary interviews of potential candidates.

Reference and employment history checks.



A shortlist of candidates who have been screened prior to selection.

# 01

# Going the extra mile

The best recruitment companies will always go the extra mile and they won't stop until they have found the right candidate for your company. The best recruitment companies have perseverance.

One recruitment specialist said their approach certainly isn't about simply filling a role; they want to ensure they have found the right candidate for the business culture and will persevere until they get that fit.

This approach has meant in some cases it has taken months to find the ideal candidate but the wait has been worth it for the client. At the end of the process they have a candidate who not only has the skillset and knowledge to make a success of the role, they have the values that match the company culture.

01



# Industry expertise



Every business has its unique staffing needs. You need to find a recruitment company that can fill them.

Most recruitment companies will be able to place both temporary and permanent candidates and some will have sector-specific expertise.

Some companies specialise in industrial recruitment, others specialise in IT or digital recruitment. You'll also find those that specialise in executive recruitment, hospitality, HR or trade.

Specialisation isn't necessarily a requirement for a good recruitment agency. Rather, look at their success rate over a range of industries. Working across the board means a recruitment company will have greater diversity in the candidates they can present to you.

02

# Advantage of sector expertise

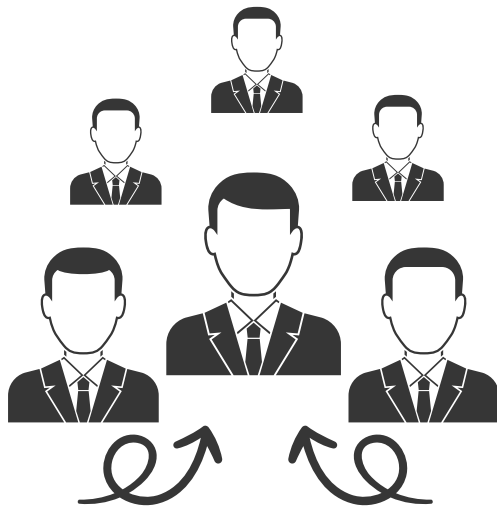
Recruitment companies that have a real understanding of the market they are operating in will, by default, have an understanding of the industry you are doing business in. Having this market knowledge can be extremely valuable when it comes to shortlisting potential candidates for a role.

It also means a recruitment company will have their finger on the pulse as to what is happening in your sector, what salary expectations potential employees have, the skillsets available, levels of experience and whether good quality candidates are hard to come by. This can help you with your hiring plans and processes.





# Market knowledge



Another advantage of generalist recruitment companies with knowledge of the industry you are working in is that they will understand the different criteria you are looking for in a candidate. For example, there may be a piece of software that is widely used in your industry. A recruiter with knowledge of your market will know to look for a candidate with experience using these systems and be equipped to ask probing questions during the screening process to determine the extent of a potential employee's skills and expertise.

Generalist recruitment companies have a greater diversity of candidates to select from. It all comes down to finding a recruitment company that is prepared to invest the time in understanding your recruitment needs.

# 02

# A good fit

The most important element to look for when deciding on which recruitment company to work with is, are they a good fit?

The best recruitment companies will become an extension of your HR department – or, in the case of smaller enterprises, they may *be* your HR department. Therefore, it is essential the recruitment company you choose to work with shares the same approach to business, and has the same values and culture as you do.

## Reputation

You can very rarely go wrong with a recommendation. Ask other companies in your network which recruitment company they work with. Would they recommend any? And are there some they would advise not to use?

Being able to approach a recruitment company based on a referral provides a good foundation. There is already a connection. Look on a recruitment company's website for client and candidate testimonials and case studies. These can provide valuable insight into how others have found their service.

03



# Culture and values

It doesn't matter which recruitment company you choose to work with, you are placing trust in them to find good quality candidates for your business. These candidates will potentially be joining your team, working alongside you, being privy to business information, and helping you achieve your growth targets. You need to know your recruitment company is sending you the very best and most appropriate candidates.

Therefore it is important to find a recruitment company that shares a similar culture and values to your own. You want a recruitment company that puts the needs of your business and your staff first, not the other way around.

Ask them what their business values are. How do they approach their work? What time do they invest in getting to know your company? Are they prepared to come and do a site visit?

These questions will help you to gain an understanding of the kind of company you are potentially embarking on a business relationship with.



# 03

# Communication



Communication is also important when it comes to the recruitment process. A recruitment company needs to fully understand what exactly you are looking for in a candidate. This requires communication.

One client talks of their recruitment company as a sounding board for the different roles they fill. Over more than five years of working together, the recruitment company has now become this business owner's recruitment and HR advisor. She knows the recruitment company has her firm's best interests at heart and trusts that the recruitment company will go the extra mile to find candidates with the right fit.

# 03

# Experience and expertise

For most businesses, the main reason for choosing to engage the services of a recruitment company is for ease and expertise.

Recruitment companies know the employee hiring process like the backs of their hands, which theoretically means the process should be seamless.

Recruitment companies also have the systems and processes in place to access a wider pool of talent. Using both their internal database of candidates, as well as their networks and effective marketing and advertising channels, experienced recruitment companies will have the process of shortlisting candidates streamlined for your benefit.

# Determine their expertise

So how can you determine the extent of a recruitment company's experience and expertise?

Head to their website as a starting point and explore the history of the company. Most will have a page on their website that details the establishment of the company, how long they have been working in the industry, what they specialise in, and what experience and knowledge their staff members have.

Ask them about the extent of their database as well and how they utilise their contact lists. Finding out more about their process in shortlisting candidates for clients will give you an insight into whether they have fine-tuned the recruitment process. If they have, this ultimately leads to greater value of service for you.

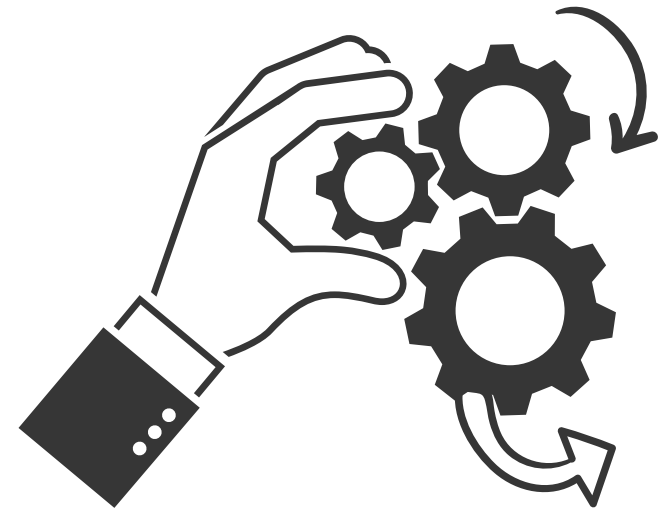


# 04

# Retention rate

Another indication of the experience and expertise of a recruitment company is their retention rate. How long does a placed candidate stay in the role? How quickly can they fill a temporary role? How long do they keep their temp candidates in employment?

Ask your recruitment company for some statistics on their candidate placements, and seek feedback from some of the clients they have worked for in the past. Getting first-hand feedback from organisations that have used your recruitment company will further help you to determine if they are right for your business.





# The recruitment process

Whatever your reasons for choosing to use the services of a recruitment company, the desired result will always be the same - the successful placement of a good quality candidate.

Utilising the services of a recruitment company will take the hassle out of finding a suitable candidate for the role. This makes the recruitment process stress-free for your organisation but it's still good to know what process your recruitment company goes through to fill a position.

A good recruitment agency will do the hard yards for you. This will involve reviewing the job description if needed, advising on salary expectations, and ensuring the position and title match the type of candidate you are searching for.

For an additional fee, recruitment agencies will take care of the advertising and marketing of this position – that's if they don't have a suitable candidate already on their books. Effective advertising and marketing will take place in both online and offline channels, such as newspapers, websites and social media. Throughout this process, your recruitment advisor should keep you up to date on any interest in the job and any potential candidates.

05

# Getting the results

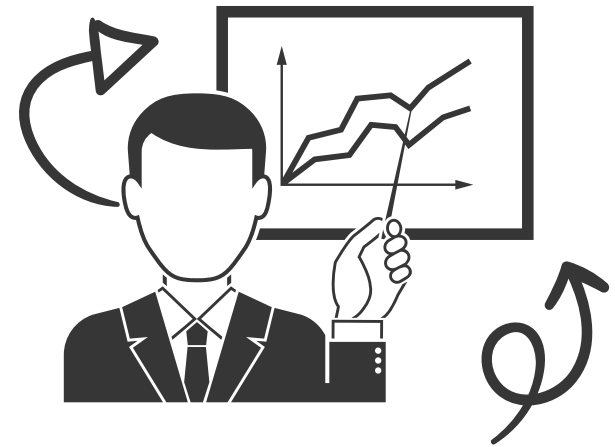
## Shortlisting candidates

A recruitment agency will provide you with a shortlist of candidates, all of whose CVs have been screened prior to you receiving them. This means, when you sit down to interview your shortlist your potential new employee should among them.

## Rewarding relationships

A successful placement can't occur without a good working relationship between you and your recruitment company. This is why it is so important to have a relationship based on culture, values and trust.

A recruitment company that understands your hiring needs and what the wider business needs in any new employee, will deliver better quality candidates in the long run. They'll also invest the time and effort into finding them for you.



# 05

# Recruiting for excellence

At Asset Recruitment, we have more than 30 years of experience placing candidates in temporary, permanent, industrial and executive roles.

Our approach is one of open communication. We set about building a relationship with our clients, getting to know their business and the needs of that business. We want to ensure any candidate we put forward for a role not only meets the skillset a company is looking for, but ultimately fits in with the culture of the company.

At Asset Recruitment, we pride ourselves on excellence. We provide an excellent service to our clients and shortlist excellent candidates for them. We achieve this through a commitment to our clients to deliver the very best results for them, by working together as a team and maintaining a relationship built on trust and integrity.

At Asset Recruitment, excellence is our benchmark and we believe that is what every organisation should look for in their future recruitment partner.



Positioning Excellence

Speak with the Asset Recruitment team today for your recruitment needs.  
Temporary | Permanent | Executive | Industrial | 07 839 3685 | [www.assetrec.co.nz](http://www.assetrec.co.nz)

