

Partner with Your Recruiter and Save Money

[By Bruce Powell](#)

Most companies have recruiter relationships that are strictly transactional. You work with a firm for a period of time to resolve a hiring challenge and then have limited interaction until your next hiring need.

If possible you may avoid using external recruiters altogether. And if you do use a recruiter, your selection process of which one to use is more likely tied to which one called last as opposed to which one can deliver the best result.

You're not alone. Companies have been engaging recruiters this way for years and often achieve the desired result. But there's a better way of working with recruiters that can provide you with better hiring results – faster and less expensively too!

The key to success is 'partnership'

Successful business leaders know the benefit of building long-term relationships with key recruiting partners. Rather than reactively engaging a firm only when they have a hiring need – they *proactively* cultivate and build long-term 'partnerships' and invest in these relationships. Here's how you can do the same.

1. Go on dates

Explore your options. Get to know a few of the quality recruiting firms. Ask for referrals or consider some of the firms you've worked with in the past. Look for mature, intelligent organizations with business breadth and depth. Choose a select few firms to begin building a relationship with. Meet with them several times. Get to know them – and let them get to know you and your company. Share your values, your vision and your corporate goals. Engage and enrol them in these goals – and then ask them if and how they may be able to help and contribute to your long-term success.

2. Build (& Nurture) a Partnership

As you begin identifying one (or a few) firms that you trust – commit to meet them monthly. Update them on the news and changes within your organization. Tell them about the new division you're contemplating or the client you're pitching. And be open about any concerns you may have - about

your business, your current team, or your long-term goals.

Identify pending plans – both real and hypothetical. And pick their brains – hard. If your recruiting firm is up to par, they know way more than they typically share. But they've likely worked with hundreds of clients – and they've seen what works (and doesn't) within all of those companies. Find out what they've learned and ask them how to apply it to your business.

Ask for their input on your hiring strategy, process, org structure and compensation – even how to retain key staff. Ask them to help you improve your employment branding, hiring scorecards, and even have them help assess and/or help close your self-identified candidates

Ask for their advice on how to grow your firm. And ask them how they can help you achieve that growth. It may be via introductions to new customers or a potential partner – you never know!

And offer to pay them for their time. They'll likely decline – but as you explore and identify specific projects you can benefit from you'll want them fully engaged – pay them a fair hourly or project rate and you'll both get better results.

3. Build your 'virtual bench'.

Once you have a recruiting partner that you trust and who is engaged in your long-term business success – ask them to help you build a 'virtual bench' of talent.

Rather than responding reactively every time you have an open seat, engage them to help you identify and build relationships with the top 2-3 candidate prospects in the marketplace– before you have a need - for each of your top positions. This way, rather than rushing a hire or compromising your hiring criteria, you can quickly fill an open seat - or even pro-actively replace an under-performer.

4. Ask for something in return.

Every great relationship has some give and take. If you've built a partnership with a trusted recruiter and are paying them for their ongoing contribution to your business via hourly and per hire fees then you have every right to ask for something in return.

Recruiting fees are high because of the unpredictable nature of their revenue stream. In a partner relationship, the business (and revenue) becomes much more predictable – and you have every right to ask for a discount in return. If

it truly is a partnership – if both parties are benefiting from the ongoing nature of the relationship – then your recruiter will be happy to oblige.

Working with a recruiting partner should be an ongoing long term relationship. If your recruiter gets to know your company, its background, values, staffing needs and financial goals they'll take pride in you as a long term client and will gain the satisfaction that comes from making connections that create value for your company.

At IQ PARTNERS we develop partnerships with our clients.

Our PARTNER Program offers monthly counsel and “virtual bench” recruitment to help companies hire better, hire less and retain more and can generate measurable hiring improvement and cost efficiency vs. traditional recruitment

To learn more about our PARTNER Program, please contact hirebetter@IQPartners.com.

IQ Insight is published by [IQ PARTNERS Inc.](#) IQ PARTNERS helps intelligent companies hire better, hire less and retain more. Our services include Executive Search & Recruitment, Qualification & Assessment, Employee Retention, Career Management and Contract HR Services. We specialize in Marketing, Communications, Media, Technology, and Financial Services, and operate at the mid-to-senior management level. IQ PARTNERS' head office is in Toronto with partner offices across Canada, and internationally via the [Aravati Global Search Network](#).

[About Us](#)

[Why IO PARTNERS?](#)

[Contact Us](#)

[Subscribe](#)

[Privacy Policy](#)

© May 2011 [IQ PARTNERS Inc.](#) All rights reserved.