



Hiring a reputable external recruiter means a company is hiring a skilled consultant who can identify the best people in a particular industry or functional area of expertise. These individuals maintain a high level of confidentiality, an extensive network of knowledge and resources, objectivity in their candidate evaluations, and negotiating expertise to ensure a win-win scenario.

Selection of the right recruiter is of crucial importance. In particular, companies should hire a recruiter who knows the industry and has experience hiring for the type of position the company wishes to fill. A bad fit between recruiter and company can be a big waste of everybody's time. A good recruiter will speak the candidate's language, will understand their accomplishments, and represent the client company in a very professional manner. Hiring a recruiter for their direct experience can, in the long run, save the company time and money.

If the position a firm wishes to fill is of a critical nature, and the company wants to "hire the best and the brightest," a recruiter can help find potential candidates that the client company typically cannot find on its own. External recruiters can assist the company in avoiding mistakes in the hiring process by providing an objective analysis of a candidate, and by thorough referencing. Often, companies don't have a problem identifying candidates as much as they do assessing the "fit" of the candidate within the firm's corporate culture. Why should a company hire a recruiting firm in these soft economic times?

**Particular Expertise.** Professional recruiters spend their days talking to people who are knowledgeable about the business. Professional recruiters also know where the hidden talent is located and can identify individuals that can't easily be found through the Internet, newspaper ads, and databases or from resumes in a filing cabinet. Executive recruiters have an edge because they have expertise in the industry in which they are recruiting. They know the players who will be viable candidates for the client. A professional recruiter's skill is often required to bring real people to the customer's company. The best candidates are recruited through the efforts of both the recruiter and the hiring manager.

**Negotiator.** The recruiter plays the role of a third party. The professional recruiter is experienced in combining the desires of both sides to arrive at a mutually beneficial arrangement without going off-track, as often happens without a third party intermediary. The needs of both client and candidate are viewed from a position of mediation.

**Speed.** Good recruiters assist in advising their clients in identifying the right type of person and the salary required to attract them. Smart companies know that the fee paid to a good recruiter is a shrewd investment, not an unnecessary expense.