

Strategic Sales Staffing - Sourcing Processes and Tools

In our last article we discussed two types of sourcing strategies: direct and indirect. In this article we will discuss processes and tools to help with these strategies.

Let's start the processes and tools discussion with the scenario being that you are conducting the search yourself, internally, without the use of a professional recruiting firm.

Below are a "typical" process and the tools needed for an "active candidate search."

Step 1: Finalize the tools needed for each step in a successful sourcing program

	Roles & Responsibilities		Networking Activities
	Compensation & Benefits		Resume Screen Components
	Offer Package		Testing Requirements (IQ/EQ)
	Candidate Tracking Mechanism		Phone Screen Questions
	Reference & Background Check Process		Face to Face Interview Questions
	Posting		Job Boards
	Employee Incentives		Etc.

Step 2: Finalize the process needed for a successful sourcing program

- A. Establish the roles of those involved and the time frames for the process.
 - 1) It is important to identify who is responsible for each step in the process and what the requirements are for each step.
 - 2) It is critical to allow proper time to execute the process. Remember, in the last article we estimated it takes 80-100+ hours for one hire!

Step 3: Initiate your search

- A. Post your jobs to your selected job boards.
- B. Launch your employee referral program.
- C. Initiate your networking plan.

Step 4: Manage your search

- A. Track all candidate flow with your established tracking mechanism.
- B. Maintain all data relevant to the search and selection process.
- C. Verify that all tools established for the sourcing project are being used.
- D. Adjust strategy as needed to impact candidate flow.
 - 1) Increase/decrease the number of job boards you are posting to.
 - 2) Increase/decrease the number of networking events you are sourcing from.
 - 3) Increase/decrease the employee incentive program.
- E. Ensure that all target dates established in Step 1 are being met.
- F. Conduct regular meetings with all staff involved in the sourcing project.

Step 5: Finalize your search

- A. At the conclusion of a search and selection, have a final meeting with all staff involved in the project and determine “lessons learned.” The time spent on this debriefing session will guarantee fewer mistakes and less wasted time in your next search.

Summary

The process and tools outlined in this article are *minimum* expectations in the search and selection of a new staff member; they should by no means be considered a complete list of best practices.

If you choose to hire a professional recruiting firm, it would handle many, if not all of the items listed above and could reduce your time and resource commitment by up to 90%!

In our next article we’ll take a few key components of this list and provide more detailed information and help. We’ll delve into interview “best practices” for resume screening, phone screens, and face to face interviews.

Until then. . .

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