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Helpful Executive Recruitment Strategies for Superior Talent Acquisition

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Executive recruitment strategies will determine the failure or success of many organizations. HR departments are stepping up recruiting efforts as businesses stop outsourcing their executive recruiting in an effort to reduce costs. In good organizations, HR executives are welcomed as essential members and key strategists within the top management team.

Instead of persuading the candidate to take the job, recruiters should make the candidate earn the job. Ideally, by the end of the screening and recruiting process, the candidate will be trying to convince recruiters of their qualifications. Recruiters who take the time to understand each candidate's motivating needs will position their open job as an opportunity for growth.

The best recruiters don't take "no" for an answer. Information about compensation, title and location may cause good candidates to say "no" without having enough information about the opportunity. Recruiters should decide whether they want the candidate, instead of letting the candidate decide if he or she wants the job.

Departing from traditional job descriptions will have many benefits. Recruiters have to understand the "real job" and to see available positions as more than official descriptions and bulleted competencies. When recruiters truly understand what the candidate must do to achieve in the position, the recruiter will ensure fewer mistakes with the hiring process and more acceptance of extended offers.

Good recruiters will sell the job in terms of the quality of the opportunity, not the compensation. Good leaders are looking for fair compensation, but they also want to look for an opportunity to lead effectively. The short-term stretch and long-term growth aspects of the job, then, are crucial talking points in any discussion with an executive.

Some recruiters find consumer-based advertising successful. Executives who are looking for opportunities may casually visit a company's HR website or Google different businesses. Candidates may be enticed by some targeted advertising in the right places. On the other hand, cold calling will be a waste of time unless recruiters call candidates referred by high-quality sources. When recruiters call high-quality referrals, they should then obtain two or three additional candidate names from those referrals. That way, the recruiter's network will always be growing.

In some cases, recruiters will do better with internal talent. Internal talent will already understand the company culture and will save the time spent recruiting outside of the company. Companies that expect a lot of their employees, and companies that provide growth opportunities for employees, will always have a ready source of internal talent. Good companies do not cut back on training and relocation initiatives, even in troubled economic times.

No executive in the top-tier of the talent market is going to work for a company that is not great. Also, top-tier recruits will not deal with recruiters who are not at the top of their game. Great executive recruits want to see companies that have good communication at all levels, intensive internal talent development and high expectations for everyone. Therefore, HR executives should tailor their executive recruitment strategies to top-level people, who tend to be very selective, by understanding how the best executives find and take advantage of new opportunities.

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