



Recruitment Guides: The Recruitment Overview



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Recruitment Planning

The first step of any project is to plan. Take a look at our breakdown of how you can prepare a seamless recruitment process.

Think ahead when it comes to hiring

It makes sense that companies will start hiring when they need someone, however, this is not the forward thinking required to successfully build a team or a successful SaaS company. If you start hiring when you need someone you are already behind the recruitment process. Any recruitment process can take between 1-4 months, not including notice periods, which can be anywhere between 1-6 months, which then means waiting a lot longer than expected to fill your empty headcount.

If you do not foresee hiring needs this can cost you and your company a lot more than expected, especially when sales targets are 6-7 figures annually per head. Planning is key when building great teams and is the secret to staying successful.

If you want to build your team and your company, you should be constantly hiring at a consistent level.

Ask yourself 'Who do you want to hire?'

Having a job description is great, however the option of 'lets see what we can get' is not an appropriate option when seeking to find the best person for your company.

Ask yourself the question 'who do I want to hire exactly?'. When answering this think about what you want the person to realistically achieve? The answer to this does not always have to be financial targets or numbers either, if the role is a junior position or a growth position, how quickly do you want the person to grow and develop and what can you do to ensure that happens?

Create a list of 'must haves' and 'nice to haves' so your recruiters can come to you with a range of profiles which vary but fit your ideal profile.

Be specific, focussed, and realistic in your answers. Once you have this information you can clearly communicate it with your recruitment partners.

Consider core values and behavior

Core skills and behaviours are things which are not included in your job description, but you should think about these elements before embarking on your recruitment journey. They are key to building great teams and filter down into the company dynamics, so they are extremely important when thinking long term. Here are a few core skills you should consider:

Relationship building: all great salespeople will have good communication skills, however communication is not just about talking and selling,

it is also about listening and having the ability to put themselves in the other person's shoes. Do they have influence in a conversation, and can they articulate effectively?

Ability to learn: every company is different, whether it is product, technology, or progression. The chances are the person you hire will need the ability to learn and adapt. When interviewing, evaluate their mindset and previous experience, have they demonstrated their ability to continuously learn?

Organised and prepared: Sales is all about organisation and preparation, especially when targets are high. This should be demonstrated in more than a person's work. Evaluate whether the person you are interviewing has prepared for the interview effectively, they should know details about your company or have a comprehensive list of questions for you. Not only does this show you they have prepared, but it also shows you they are interested in the role.

Do not underestimate values in recruitment

Companies and individuals will have deep rooted values; however, people do not often ask about a person's values directly. For longevity and success, an individual's values must align with the company's values.

Values do not only indicate whether a person will be a good fit for your company but also drive motivation, innovation, and contribution. Overlooking values and not qualifying them in the people you are interviewing can be detrimental to your recruitment process and could ultimately end up in high turnover and time wasting.

Align your recruitment requirements and communicate

Once you have planned your recruitment requirements you need to align yourself with everyone involved in the recruitment process.

Is your plan, value and criteria the same as your senior managers or CEO? They may have different ideas as to what the ideal person looks like. Agree on what is best by looking at historical data and experiences that back up your choices.

Recruitment Steps

Your recruitment process will involve sourcing candidates through a variety of means. You can read more about different ways of sourcing candidates from our 'Sourcing Candidates guide'.

Once you have sourced your candidates it's time to choose your employee/s. Refer back to your planning at all times so you remind yourself exactly who you are looking for.

Every recruitment plan and process will vary due to the specific requirements and variety of sourcing your options. It's best to have a brief recruitment plan so you can be flexible on changes which may happen along the way.

Here are a few recruitment steps which you should follow:

1. Create a recruitment timeline

If you need someone by a certain date, try and plan backwards to be as accurate as possible. You can then work with your recruitment partners to complete your recruitment plan in your desired timeframe.

2. Write a job description

Start with 5-10 key responsibilities and characteristics and then extend these into an overall job description including duties, responsibilities and KPI's. Keep these in the forefront of your mind throughout the interview process.

List some personality traits you would like the talent to have - you can then share these with your recruitment team.

3. Assemble an internal hiring team

Whichever way you choose to source your candidates, having a hiring team is essential. These people will be interviewing the candidates and making the ultimate decision on who is hired. The hiring manager should always be the manager of the department which the new talent will be working in. Other internal people may include HR, other managers or other members of the team.

4. Source your candidates

Take a look at our sourcing candidates guide for more information.

5. Interview people

The next step is to conduct interviews to shortlist the best candidates. Plan the interview so you know what to ask to each candidate. For more information use our 'Closing candidates' and 'Qualifying candidates' guides.

6. Choose your person and celebrate.

These steps make the recruitment process look easy but without the planning and extensive time commitment your recruitment process and plan could be much harder than you initially thought.



