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# RESEARCH & INSIGHTS

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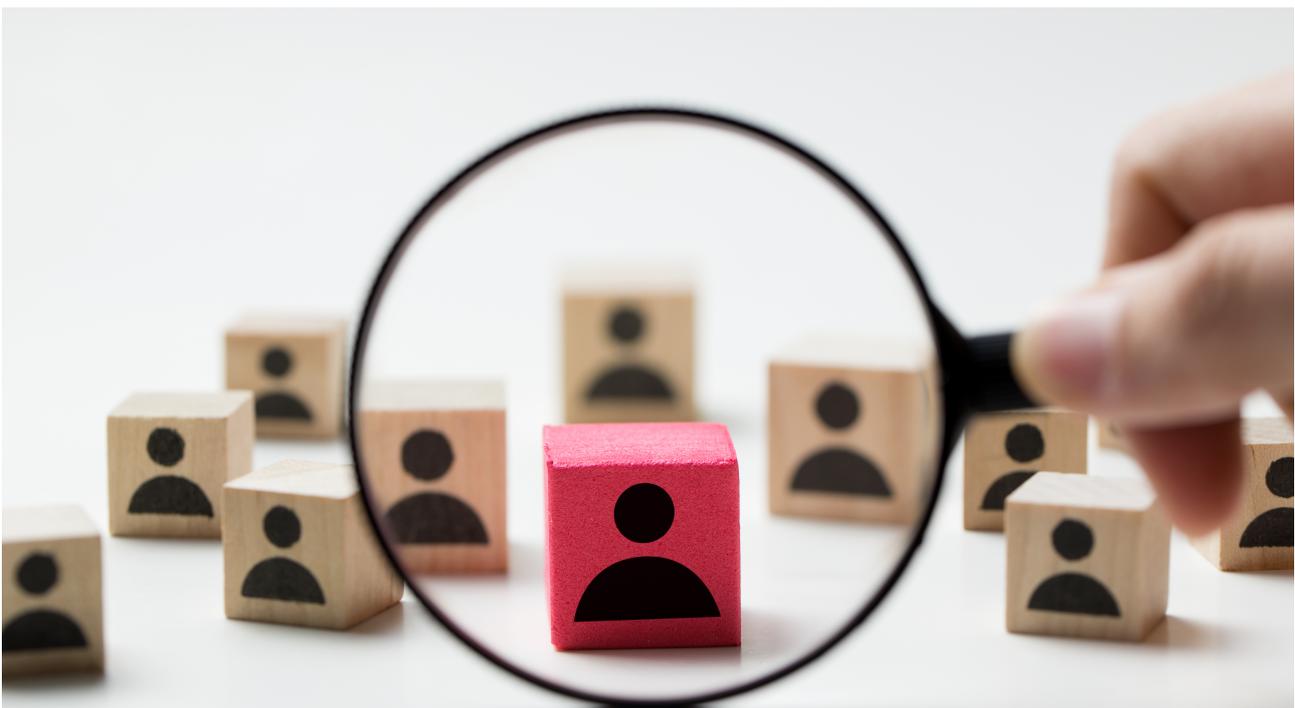
Authors: Kim Winter

## Demystifying Talent Management: Why Bother with Recruiters Anyway?

*This is the second in a monthly series of articles (and vodcasts) providing insights into talent management, talent attraction, executive search, recruitment, talent development and career transition.*

To some people, recruiters sound like pesky middle-men standing in between a candidate and their next role. We're often asked:

- Why talk to a recruiter rather than directly with HR?
- Why is HR outsourcing to a recruiter?
- What value do recruiters actually serve?



*“In an ideal world, recruiters wouldn’t exist. Every business would have a steady stream of experienced, driven future employees, all queuing up outside the Managing Director’s door, ready to get to work” – David Hume*

Unfortunately, this is not an ideal world.

The fact is that people leave their jobs all the time and tenure in roles is becoming shorter for each generation. Anecdotal feedback and surveys conducted over our 22 year operating history as a specialist Consulting, Executive Search and Recruitment Service Provider, tell us that businesses seldom manage to hire specialised C-level logistics and supply chain talent without some form of external specialist support. The reality is sometimes the ideal candidate is currently employed elsewhere, not actively seeking a job, or just difficult to contact.

Elite proven specialist recruiters in any industry invariably prove their value. Any specialist recruiter that has survived and thrived through the turbulent economic conditions of the last 15 to 20 years has done so as a result of their skill and resilience.

## **As an HR professional, why should you engage with a recruiter?**

### **Quality of Life**

A successful recruiter will make your life easier, whether you are an employee/candidate or an employer. Hume says “It’s their job to save you time and money. They’re also a dab hand at limiting risk – the dreaded risk of a dud hire. As you know, hiring the wrong candidate is distinctly bad for business, but sadly it’s all too easy to do without the right expert help.”

A specialist recruiter is in the deep end of your industry. They operate in your circles, attend, speak at / MC your industry conferences, they talk and hang out with your people, they live and breathe the same business world. Specialist recruiters spend more time talking to your competition than you ever will. Recruiters know the salaries, employees, products, services, and most importantly, they know why people stay and why people leave.

### **Supporting Your Brand**

Recruiters have a deep understanding of what your company does and how the market perceives it. They know what the market is saying about your company/ brand, you, your people and what you have to offer. According to Hume, “Simply put, recruiters are your eyes and ears. They’re your top spies in the field. They undertake valuable daily market research that money simply cannot buy and best of all, this market research is hot-off-the-press and bang up to date, and it doesn’t cost you a penny.”

If you work in partnership with a specialist recruiter, they will get the back story on candidates and issues, adding massive value to your business.

### **Adding Value to your company**

By working strategically with a recruitment partner, the recruiter can be thinking ahead, talent pooling ahead of time for the hires that may be over the horizon making candidates easier to find quickly when the need arises. If they are active, and all the good ones are, they are always out meeting/zooming/chatting to hundreds of clients, contacts, colleagues, candidates each week. Recruiters can be your best source of market intel and provide trusted business advice.

If they know what they're doing, they operate as a natural extension of your HR department, spreading the love and sharing your success stories. They'll be singing your praises, and they'll make sure that potential future candidates hear it. In terms of going the extra mile, we've found that for most senior roles, the offer of a period of gratis executive coaching for placed candidates is well received as a value add.



From Left: Kim Winter, Mark Heald, Dipesh Shukla

## Specialist Recruiters Actually Know Where to Find the Talent

According to Wayne Fry, a successful specialist Kiwi recruiter, there are seven (7) benefits of engaging the services of a specialist recruiter.

### Market knowledge

Any specialist recruiter worth their salt knows building relationships, making it their business to know who's who in their field and keeping their pulse on what is happening in the market is paramount. You should be able to expect comprehensive market advice – salary rates, career expectations, available skill-sets and current market trends – otherwise you are not dealing with a genuine market specialist.

## **Access to networks of specialist recruitment consultants**

Using a specialist recruiter means you have immediate access to their talent pool – one they will likely have invested considerable time and effort in building. A good niche recruiter is active in their community of specialisation, not just recruitment.

This gives them access to a passive and active network of candidates they can contact for future opportunities. Specialist agencies can cast a wider net – looking for candidates you (or a non-specialist recruiter) may not have considered or been able to find.

## **They talk the same language**

A specialist recruiter will understand what you are saying, can relate and empathise with your issues and challenges and quickly get to grips with what you are saying and what you need.

A specialist recruiter talks your language and should be able to present ideas, solutions and discuss your requirements in a confident and knowledgeable way.

## **Employer Value Proposition**

It's essential that businesses cultivate and promote their employer brand. If you choose your agency wisely then they can give prospective employees a real insight into your business –

## **It Saves Time and Money**

- Instant access to networks of specialist candidates – no lengthy search or advertising time required (though additional search and advertising is often recommended to ensure all bases are covered)
- No mountains of applications to read through
- Lower risk of hiring the wrong person
- They take care of screening, advertising, searching, interviewing and present you with a final shortlist – all while you concentrate on what you do best with minimal distractions.
- The quicker a job is filled, the less cost and risk to your business – and that doesn't even take into account the time you have saved personally by having someone else find that special person for you.

## **Peace of mind**

A specialist recruiter that has been in their field over a long period of time has seen every different position offered by the industry. They are bona fide experts in their field and they are the people who are in the best position to help and advise companies and employees.

Using a well-connected specialist gives you assurance that you have access to the best talent, receive up-to-date salary advice and that your new hire will have both the required technical skills and be a good match to your company culture and working environment.

### **Ongoing support and specialist knowledge**

Once you have developed a relationship with a niche recruiter you will have a resource who can provide you with up-to-date trends, market knowledge and proactively keep you up-to-date with new and emerging talent – candidates returning from overseas for example, or someone recently entering the market to look for their next career move. They will get to know your business better, your needs, and what qualities you look for in prospective employees. Your recruitment partner becomes an advocate, a specialist soundboard and an extension of your company's employment brand.

### **So how do you identify a specialist recruiter worth partnering with?**

Business often mirrors personal life and short term, transient relationships tend not to be that fulfilling. So it is in recruitment, building long-term mutually respectful relationships tend to deliver better outcomes for clients, employers and candidates. Professionals should:

- Ask for recommendations from your colleagues, peers and professional network.
- What (and how many) roles has the consultant recruited and what companies have they worked with?
- Review a consultant's LinkedIn profile – how long have they been recruiting in their specialist field, what do they list as their specialisation and what recommendations do they have?
- What industry bodies are they affiliated to, what do they provide to the wider specialist community – e.g. salary guidance, advice on team structures, presentations to industry bodies and educational institutions?
- Arrange a discussion to talk about the market, their capability, track record and to discuss your requirements.
- After you have done your due diligence and are satisfied you are dealing with a specialist, then pick a consultant you feel comfortable working with.

As a true partner in the hiring process, specialist recruiters can use their understanding of your business goals and objectives, as well as their in-depth market knowledge and extensive candidate networks to help you find the right talent for your organisation. They are able to do this quickly and efficiently; saving your business time and money.

*Special thanks to David Hume from [theundercoverrecruiter.com](http://theundercoverrecruiter.com) and Wayne Fry from <https://www.huntercampbell.co.nz/> for making their work available to us.*

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## ABOUT THE AUTHOR

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Kim is the founder of Logistics Executive Group and delivers 40 years of executive leadership experience spanning Executive Search & Recruitment, Leadership Development, Executive Coaching, Corporate Advisory, Motivational Speaking and Trade Facilitation across various sectors. Operating from the company's global offices, he is a regular contributor of thought leadership to industry and media, is a professional Master of Ceremonies and is frequently invited to chair international events. Kim is a qualified (IECL Sydney) executive coach, and the Founder / Chairman of successful not for profit humanitarian organisation Oasis Africa ([www.oasisafrica.org.au](http://www.oasisafrica.org.au)) which has provided freedom from poverty through education to over 8000 mainly orphaned children in East Africa's slums. Kim holds an MBA and BA from Massey & Victoria.

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- Conduct executive search for your business needs.
- Coach your talent to unlock their potential
- Manage dynamic and changing workplaces with ease



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