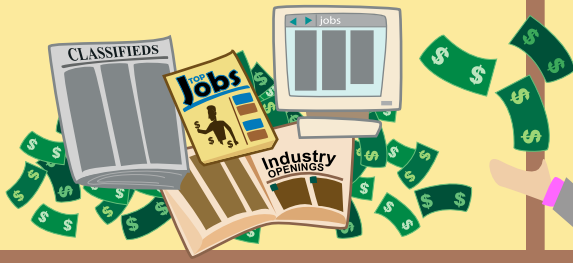


# Why Use an Executive Search Consultant?

## TRADITIONAL RECRUITING METHODS

### Advertising Campaigns



### Do It Yourself Hiring



### Human Resources Recruiting Desk



### Promoting Existing Employees



### Using Contingency Recruiters



HR Manager

*"When I need a heart by-pass, rest assured I won't select my surgeon based on what he charges."*  
- Ailing Executive

This Do-It-Yourself (DIY) mentality contradicts the corporation's objective of "Hire-The-Best." Especially at levels below the senior executive ranks. When corporations are faced with brain drains, talent deficiencies, or the need to replace one employee with another, thoughts all too often turn to extreme, cost-cutting approaches. So why are corporate and HR executives so tightfisted when dealing with what is so typically considered the "lifblood" of their companies... top-talent?

So, why are Executive Search Consultants (ESCs) worth what they charge? Because...

## ESCs help build better foundations for your company's growth

### EXPERTISE

No one knows the marketplace (MP), your competitors, your customers, and who the real players are (prospective candidates) in your niche industry better than an ESC! In-house HR, no matter how effective (or Internet-savvy), view the MP through an imperfect prism and rarely have relevant industry specific knowledge of the particular position to be filled. A good ESC helps define your needs, gives advice on strategy and tactics, and professionally markets and represents you to the best available candidates.

### CAST A WIDER NET

A construction worker has better tools and techniques than a weekend woodworker. ESC's are in the MP day-in & day-out. They know where the hard-to-find competitors are and how to get through to the divisional and branch offices, including those inaccessible to company insiders. ESC's have networks to hidden talent sources that aren't accessed through adv's, applicant databases, or the Internet.

### COST

There's a misconception among HR & Hiring managers that the cost of a hire equals the cost of the adv. run to attract the person hired. Nothing could be further from the truth. Using an ESC can be weighed against the cost of preparing & executing an adv. & recruitment campaign, screening, qualifying & responding to candidates, & flying in & interviewing improperly screened or unqualified candidates. And don't forget salary costs & productivity losses of all the executives involved if offers aren't accepted.

### CONFIDENTIALITY

Working with an ESC helps keep your search confidential. Advertising often creates anxiety as existing employees wonder why they aren't being considered for the position. Also, advertising can alert competitors to a current weakness or a void in an organization.

✓ A JOB WELL DONE!



### AMBASSADORS

As an informed buffer, the ESC is better able to blend the needs & wants of both parties. ESC's are fast to catch misconceptions about salary requirements, position fit, or what relo. issues need to be addressed. ESC's help co.'s. & cand's. arrive at a mutually-beneficial agreements without the polarizing roadblocks which frequently materialize in face-to-face dealings.

### SPEED

For every day that a key opening goes unfilled, a company's other employees must grudgingly do double duty. Opportunities & competitive advantages are lost when a position remains unfilled or is performed part-time by others less qualified. It may be easier to find resumes using internet technology, but it's become much more challenging filtering through to the right, let alone the best, people. Getting the best candidates to join your firm over competing offers requires highly polished presentation and negotiation skills. A dedicated fulltime effort on behalf of an ESC simply provides better & faster results.

### REALITY

An ESC's stock-in-trade is his integrity & reputation for finding someone better than a company could find on its own. For a mid-level executive, an ESC develops a "long list" of a hundred or more possibilities. Each prospect must be called and evaluated against the position's specs., including screening for cultural "fit", relo., and compensation. Once the list is cut to a "short list," there's even more intensive interviewing to narrow to a panel of a few finalists for review by the client.



Please visit our website, [www.ropella.com](http://www.ropella.com), for the complete text of Why Use an Executive Search Consultant.