

Companies Don't Understand Hiring vs. Recruiting Sales Professionals

Make the Online Experience Interactive and Engaging

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Companies Don't Understand Hiring vs. Recruiting Sales Professionals

Make the Online Experience Interactive and Engaging

Today's talent acquisition practices will soon be outdated and ineffective. It's time for a paradigm shift given the multitudes of technology available, the prolific use of social media, and the ever increasing need to manage resources better. Companies that undergo this paradigm shift will be the leaders when it comes to finding and hiring the right sales talent. This shift will move from how a company presents its brand or information to how a company engages with a prospect.

Career Pages

A majority of recruiting and selection websites (career pages) follow the same structure and contain characteristics which are outdated and counter-productive to meeting your sales talent acquisition goals, such as:

- **Information dump** and overload – too much information for candidates to dig through on company's career sites
- **Not Tailored** - exact same information presented to each candidate
- **Require Personal Information Upfront** - asking for a lot of personal information without giving anything in return
- **Content Not Fresh** - the content and information rarely, if ever, changes
- **Not Engaging** – branding today is more about interaction and less about with appearance (or the look of your web site)

Current Challenges for Talent Acquisition:

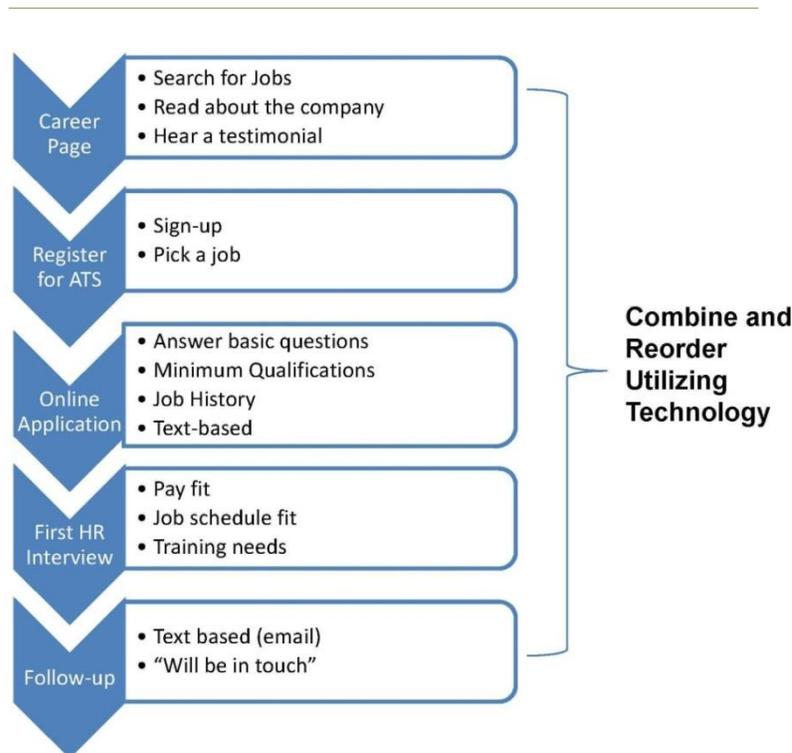
- Attracting Passive Job Seekers
- Converting Prospects
- Efficient Processing of Candidates
- Create experience well-received by the Web generation



What Companies Are Doing Today

When it comes to the early stages of acquiring sales talent most companies have it WRONG. Most companies are using outdated technology, and more importantly there are no methods in place to actively engage with sales candidates. Today's sales candidates expect more from companies and those companies that are on the forefront of using new recruiting techniques will win the continuing war for the best sales talent.

Traditional Process



If an interview happens, basic information is gathered, minimum qualifications are verified, salary and commission expectations may be set and a simple work history is discussed. As illustrated in the chart above, with a traditional talent acquisition process there is little or no screening done and again it's typically characterized as "one-way" data gathering on the part of the company.

Most passive job seekers are not willing to invest this much time and effort applying to a job using traditional processes without something in return first. By using technology, an interview that is interactive, standardized, objective, and simulated can fill in certain gaps. This

Job Seekers are More Selective Today

- Job Seekers are More Optimistic. 2.1 million professionals left jobs voluntarily in February 2012 (according to U.S. Bureau of Labor Statistics, April 10, 2012)
- Critical Jobs are not being filled. 64% of companies have open positions where they can't find qualified applicants. (McKinsey & Company, June 2011)

process allows for a fun, engaging experience which matches responses to the specific needs of each candidate.

AlignMark Research Study

As part of a large research project, AlignMark assessed and evaluated over 100 well-known companies (across a variety of industries) online application process. Initial findings found most businesses have implemented at least an online application process (96%). However there are still 4% of businesses which had no online process at all, and a much greater number of business (36%) that had an online process for only “higher level” jobs (i.e., management and above). In fact, the majority of companies in the retail industry still require candidates at the associate level to simply “show up” at the store to talk with a manager.

Today’s job seekers (especially passive ones) are looking for an experience where they can learn about the company and job possibilities without having to invest too much time. Over 95% of the businesses with an online process required the candidate to “register” before actually starting the application process. While information is included in a careers page most passive job seekers do not want to “register” first, they’d rather learn first and make an educated decision on whether it’s worth going further or not.

Obviously companies are beginning to understand the people want to see video and hear audio instead of reading everything. Multi-Media assets play a large role in application appeal yet only 36% of companies included any use of audio or video. Of the 36%, only 27% of those included multi-media assets into their actual application process (used in the assessment process); the other 73% only included a branding video on their career tab.

While the use of video is growing the interactivity of the process is non-existent. 99% of companies have not designed their application to interact and respond to what the job seeker actually wants to learn about. If you’re wondering how this can be done the answer is simple, ASK THEM. Based on questions of the job seeker the message back to them should be tailored to their responses. Give them the information they want to hear. Right now companies are treating the application process as “the same shoe fits all.”

This traditional process must change. There is no reason that technology can’t be used to combine aspects of the online application

AlignMark Study of Online Applications

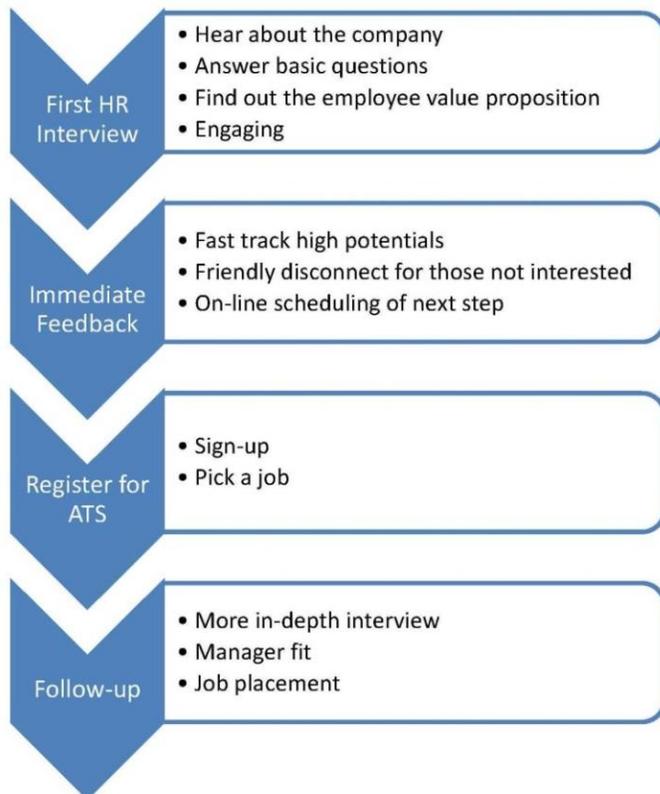
- 35% of Online Processes are for higher level jobs only
- Only 36% Companies include audio or video on their career site or online application
- Less than 1% of online applications are interactive with the job seeker

and first HR interview, and add to it a much more engaging and interactive experience for the job candidate—**creating the paradigm shift to a new process.**

According to Inc. Magazine (2012) “It’s **no longer enough** to have a sleek website, social-media presence, and consistent brand aesthetic online. The new rules of branding your business on the Web have a lot less to do with presentation, and a lot more to do with interaction.”

What Should Companies Be Doing?

New Process



Paradigm Shift

- Interact with Prospects
- Adapt to What they Need & Want
- Use Multi Media to Engage
- Provide Relevant Information
- Ask Relevant Questions



The adaptive nature of a new process like this allows you to find what motivates the candidate, shows your organization's value proposition based on those motivators, and keeps you from wasting time explaining things and gathering data that have no relevance to the candidate.

Make sure your web practices include the following:

- Use of audio and graphics or video
- Provide a give and take with relevant information
- Make sure your employee value proposition is customized to the needs of the candidate and fully explained early in the recruiting process
- Make information the candidate is searching for very easy to find (or hear with audio)

Conclusion

The Internet has changed the game when it comes to recruiting and sourcing sales talent. And now with advances in technologies and expectations of individuals the game will continue to change. In order to be successful companies must keep up and make changes. The velocity at which change occurs is only quickening. If you haven't changed your online applicant experience significantly in the past three years you're already past due.



Dr. Cabot Jaffee is a recognized expert in the field of sourcing, recruitment and assessments, and has created effective HR Solutions used by millions of people. He has over 25 years of experience with assessment, testing, and training and development, and has served as a legal expert for the state and federal court systems and the Federal

Government. Dr. Jaffee is a member of the American Psychological Association, the Society for Human Resource Management, the Society for Industrial and Organizational Psychology, the Association of Test Publishers and the American Society for Training and Development. He has been appointed to the Congressional Internet Caucus Advisory Committee.
