



SALES RECRUITING OPTIONS

DO-IT-YOURSELF

VS

SPECIALIZED RECRUITER

ACCESS TO TALENT

Build candidate pool once position opened. Primary source typically job ad applicants or referrals. Skewed to unemployed, underemployed or non-performing candidates.



Dynamic, ongoing candidate pool based on 100s of searches per year. Primary source is passive candidates from targeted companies or industries. Screened against key requirements.

TIME REQUIREMENT

100+ hours per position over several months to search for candidates online, review 100s of resumes, and interviewing candidates. Excessive time on unqualified candidates.



20+ hours providing requirements and feedback to recruiter, interviewing qualified, pre-screened candidates, and extending offers to selected candidates.

SELECTION

Hiring managers less experienced than specialist recruiters - typically involved with 10s of interviews / year. Balancing recruiting with other responsibilities creates focus challenges.



Sales recruiters involved in 1000s of sales interviews per year building expertise in screening for top performers. Experience recruiting from a variety of relevant industries.

COSTS

\$1,000-\$1,500 per position for ads on boards and LinkedIn. If hiring many reps (or other positions), consider LinkedIn Recruiter for \$4-6K per year. 80+ hours of extra labor.



Recruiting fees typically 20-30% of base salary. Often, a small deposit is required to start the project which is applied to final bill. Inclusive of all recruiting, advertising & marketing costs.

INTANGIBLES

Risks of poor hire due to relying on applicant pool, opportunity cost of time spent by hiring managers on unqualified candidates and longer hiring cycle.



Specialized recruiter allows hiring managers and HR to focus on other duties or positions, leaving critical sales roles to experts. Dedicated recruiter often leads to shorter lead time.