

# 5 Strategies for Recruiting Top-Quality Hires

Putting a strong recruiting strategy in place can help lower turnover rates, reduce the amount spent on hiring, result in higher-quality hires and lead to a more efficient and profitable business.

45%



45% of global employers struggle to find employees with the skills they need.<sup>1</sup>

5x



Up to 5 times the individual's salary is what a bad hire can cost employers.<sup>2</sup>

70%



70% of all jobs are found through networking.<sup>3</sup>

## 1 Put your best brand forward

Set your business apart and appeal to top-quality applicants by describing what's unique about your company.

**Identify unique benefits** of working for your business, from stability to product discounts.

**Keep communications consistent** and lead with your value proposition.

**Build your reputation** as a brand that's committed to employee growth.

**Treat candidates with courtesy** by following up consistently and responding promptly.



## 2 Perfect your posts

Create job posts that accurately represent your company and the position.

**Lead with the perks** of the job, like paid days off or maternity and paternity leave.

**Clearly outline expectations**, top qualifications, and primary tasks of the job.

**Include a salary range**, based on other businesses in your industry and area.

**Give straightforward instructions** for submitting applications.



## 3 Try niche job boards

Look into industry-specific job sites where you can post the position, which will allow you to pull from a more specialized pool of talent.

**Search for sites** geared specifically towards your industry, from retail to tech.

**Determine whether a site** that advertises seasonal gigs, freelance positions or volunteer opportunities could apply.



## 4 Tap into your network

Remember that family and friends, previous employees and social media contacts can be very useful resources as you look for candidates.

**Post the job opening** via communities like LinkedIn, Twitter and Facebook.

**Ask your extended network** to reach out to anyone who might be interested.

**Have current employees** or colleagues post to their networks.



## 5 Understand interviews go both ways

The interview is an opportunity for you and candidates to ensure it's a good fit for you both.



**Put together a list** of pertinent questions about their experience, career goals and skills.



**Be prepared to answer** their questions about your company and the position.



**Invite current employees** to participate in the interview process.

**Don't stop at hiring.** An important part of bringing on great employees is knowing how to retain them. You can turn promising hires into valuable, driven employees by acknowledging their strengths and accomplishments and offering them opportunities to grow through training, mentorship and more.