



BEST PRACTICES OF

SOURCING

NETWORKING | REFERRALS

Customers, clients, other candidates, and employees are your best resource when it comes to finding new talent. The best employees know other great candidates!



SOCIAL MEDIA

Leverage your connections and followers to identify quality talent pools. This is a great place to start and doesn't take much time to post an update that you're hiring. Reach dozens of potentials with a small effort.

TRADITIONAL JOB BOARDS

Scouring job boards that candidates frequent for posting their resume is a surefire way to scrape both active and passive candidates that may be a fit for your organization and positions.



UNDERSTAND TRUE NEEDS



The best way to identify your perfect candidate is really in understanding the true needs of the job. This intimate understanding better equips you to search in creative ways to narrow down who you're looking for.

SEE POTENTIAL

When sourcing, be sure to acknowledge a good candidate who may be a fit for another role you have or may have in the future. There's nothing wrong with starting the relationship early so you can go back to it when the time is right.



PERFECT YOUR COMMUNICATION



The language you use to communicate to sourced candidates takes some practice and finesse to perfect. Let the candidate know where you found them, butter them up a bit, tell them why you're reaching out, and most importantly, BE HUMAN. Drop the stale, boring template. What would make you respond to a cold email? Do that. Wacky subject lines and all. Experiment.

BRANDING

Your employer brand undoubtedly has some impact on your sourcing efforts.

Ensure attention to a good candidate experience, implement surveys when possible, and tend to clients and consumer reviews, especially if they're poor.



MASTER BOOLEAN SEARCH



Boolean searching is a saving grace when sourcing because it combines keywords and different search operators to define exactly what you're looking for, yielding incredibly specific results. If you've identified Boolean search strings specific to your position, your time spent sourcing should reduce dramatically.

REVERSE SOURCING

Reverse sourcing is out-of-the-box thinking when sourcing. Instead of searching by title and skills, search for extra-curricular groups, school events or professional organizations your ideal candidate would participate in.



BROADEN & SPECIFY SEARCH



When you begin sourcing, it's OK to be super specific. When you're a few trials into it though, don't be afraid to broaden your search criteria. For example, if you're looking for an "Outside Sales Representative," don't be afraid to also look at "Territory Sales" and "Route Sales Managers." Oftentimes, although the titles are different, these profiles have a lot of overlap in their job duties.

Presented By: