

# People power in action

Having the right people in the right place to maximise revenue and profits is crucial when tackling a recession, according to Clive Jefferys, Sales Director at recruiter JMA Network.



Jefferys believes that while redundancies rose 'dramatically' in the second half of 2008, the people with the right skills won't necessarily flow to where they are needed most. "Human nature promotes caution in tough times and just as people worry about spending, they also come under family pressure to play it safe, and put off the decision to move jobs," he commented. "Waiting for the right job at the right salary directly contradicts employers' expectations that there will be more people to choose from at lower cost. Paradoxically, this deflationary factor will hinder clients' ability to secure effective candidates for critical roles."

So despite rising redundancies, it appears that even in an economic slowdown employers will find it tougher to secure and manage the right skills they need for their business. Jefferys added: "We will see new people with new enthusiasm join the industry. Agents and hirers will have to look beyond waiting for easy skill matches, and tackle the whole candidate potential."

This means that with so much background noise generated by a lot more general applications,

it's actually going to get harder to spot the right candidate. How can companies ensure they have the right practices in place? Technical Recruitment Director, Patrick Judges, explains: "To be successful you must develop intuition about people, digging below the surface to find out what makes them tick. When we present a candidate to a hirer it is based on our ability to draw out and promote their strengths in a rounded fashion, not just present a shopping list of skills generated by a computer."

Most companies are looking to make savings in back-office and systems and increase their business winning potential with more sales people. The number of advertised sales vacancies across the industry has risen by 37 per cent against a similar decline in back-office and engineering opportunities. However, the fact is that sales candidates are the hardest to identify. Jefferys said: "Theirs is a 90 per cent verbal-aural skill set and so the best way to find them is to talk to people, lots of

them. The flipside of seeing targets not met is sales people not earning commission, so the smart move is to offer aggressive bonus rates to attract better people. Quality is often better than quantity, and the value of one knowledgeable professional can have the impact of two people with less experience."

It would seem that industry specialist recruiters are upbeat about the help that they can give to the reseller. Managing change seems to be the key, but we had to ask... why did JMA choose to be pictured in front of a tank?

Jefferys explained: "I've always been very interested in military history, and because of this I approached the Royal Artillery at Woolwich. They kindly let us use their 'Firepower Museum' for our photo. We chose a Self Propelled Gun, designed to move itself rapidly to the optimum position to hit its target to maximum effect. This is a quality shared by all successful business people." ■

## Candidate's guide to securing the job:

1. Make sure your CV contains your skill words for search engines to find.
2. Your CV must list your last job first.
3. Phone the agent to get to the front of the queue.
4. Insist on being told the client company name before your CV is put forward – to prevent your CV being used, or mailshots.
5. Trust the agent's opinion of the hiring company.
6. Return every call to show that you are serious.
7. Never turn down the offer to meet a hiring client.
8. Refresh your technical knowledge as if you are going into an exam.
9. Be prepared to give a presentation about the client company at every interview.
10. If you want the job, tell them immediately and show your enthusiasm!

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