



Out with a client a few weeks back and he asked me what I thought about Internet-Only-Recruitment. The internet is brilliant for increasing the speed of communication, to make first contact or send a CV, but call me ol'fashioned... this is often at the expense of quality. A computer can't listen to how people talk, or tell whether they are positive, negative, outgoing or reserved. It can't tell if a candidate is genuinely happy with an offer or just saying "yes" to bag it!

One of our catchphrases is that "Email ISN'T selling!" A real conversation will achieve a lot more than pages of text, and strengthens a relationship. In times like these, there is always a lot of talk out there about cut price recruitment dressed up in new technology "that's going to change the world..." Well my client said it all; "I've tried that, it drove me mad, I don't know how you guys cope with all that? I don't want Cheap, I want Value for Money. I don't want Haste, I want Good!"

One of the Internet Job-boards were distressed that we had pulled all our advertising off their site after a year of use. "Because it doesn't work" was my reason. They asked how could they get my business back? To which I replied; "Guarantee that at least 10% of the thousands of applications from your site are vaguely relevant to the job applied for!"which is a pretty low expectation actually. They can't. End of conversation.

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