

# MAXIMISING THE VALUE OF YOUR TALENT PARTNER:

A HOW-TO GUIDE FOR WORKING  
WITH A PROFESSIONAL SERVICES  
RECRUITMENT AGENCY





At **Cherry**, we take pride in offering professional recruitment services in the East Midlands. Specialising in Accounting and Finance, Finance Clerical, HR, Marketing, Admin and Business Professional recruitment. We dedicate ourselves to delivering a positive recruitment experience to clients and candidates, for businesses large and small. Our client's and candidate's success are paramount, and that is why we do everything in our power to maximise what we offer. Whether recruiting as part of business expansion or you are replacing a beloved employee, our professional recruitment agency aims to make the entire process a seamless, straightforward and simple one.

We know that deciding to work with a talent partner is a big decision, and we want to make sure that you maximise the experience as much as possible. Thankfully, there are a variety of things that you can do, and we are here to guide you through the process.





# WHY USE A RECRUITMENT COMPANY?

There are a range of benefits that come with using a professional recruitment company, which is why it's something that a growing number of businesses are doing. Don't make the mistake of assuming that the only advantage of using a talent partner is to free up some of your time, as the benefits go far beyond that.

Here are some of the key reasons to use a recruitment company:

## **MORE STREAMLINED HIRING PROCESS**

By pairing up with a recruitment agency, you can speed up the hiring process. With access to an extensive talent pool and an entire network of valuable connections, a recruitment company can find the best candidates in much quicker than you. It's a lot easier to find top talent that ticks every box when you have the skills and systems needed to pick out key skills, experience and qualifications. Instead of going through a seemingly endless list of candidates, a recruitment agency focuses on those worth paying attention to. Plus, by handing everything over to a recruitment company, you can focus your attention on individuals that match your expectations and search criteria exactly, which also reduces the time it takes to find your dream candidate and start the onboarding process.

## **ENJOY ACCESS TO TOP CANDIDATES**

Working with a recruitment agency increases the chances of you connecting with high quality candidates, those that have the skills and expertise relevant to your industry. With a vast talent pool of screened and referenced candidates, a recruitment company can ensure that you only meet professionals who have already undergone assessments and interviews. A team of recruiters has the ability to screen, interview and assess applicants for a range of diverse roles, singling out the ones that could be a perfect fit for your business.

## **BENEFIT FROM RECRUITMENT EXPERTISE**

A professional services recruitment agency has specialised staff that are dedicated to specific sectors or industries, so you will always be working with a recruiter who knows your niche inside out. For example, at Cherry, our expertise lies in recruiting for permanent and temporary Accounting and Finance, Finance Clerical, HR, Marketing, Admin and Business Professionals. An experienced recruiter will have a good understanding of any technical job requirements and relevant skill sets, enabling them to identify transferable skills that others may overlook.

## **INVALUABLE MARKET INSIGHTS AND GUIDANCE**

Professional recruiters build up valuable knowledge about the industries that they serve, a lot of which comes from interactions with clients and candidates. This provides an invaluable insight into the market. Using this knowledge, a recruitment company can provide you with insightful advice that can significantly improve your recruitment decisions. By partnering with a recruitment agency, you gain access to market insights - such as salary benchmarks, desired skill sets, career development expectations and current market trends specific to your industry - that make the hiring process a lot more successful.

## GAIN ACCESS TO TALENT PIPELINING

Some of the most impressive candidates are not currently seeking new opportunities, but they could be perfect for the role that you are hiring for. Recruiting these candidates can take a lot of time, and finding them is rarely easy, but a recruitment agency knows where to look. They can identify, contact, and entice them to explore the role that you have to offer. This is referred to as talent pipelining, which taps into a pool of talent and broadens your reach and increases the chances of attracting top candidates who may not be accessible through traditional job postings alone.

## THOUGHT LEADERSHIP OPPORTUNITIES

Working with a recruitment company gives you direct access to thought leadership, which cannot be replicated by handling things yourself. A [specialist team of experts in recruitment](#) can provide innovative ideas, insights and perspectives that influence and shape the way you handle recruitment. At Cherry, we have conducted a number of roundtables for our clients, all of which have been aimed at giving them a huge recruitment boost. Talent Acquisition, Counter Offers, Balancing Profit and People are just some of the topics that we have covered. All of these have provided invaluable insight into our clients' recruitment strategy. You can find out more about these by heading over to [our website](#).



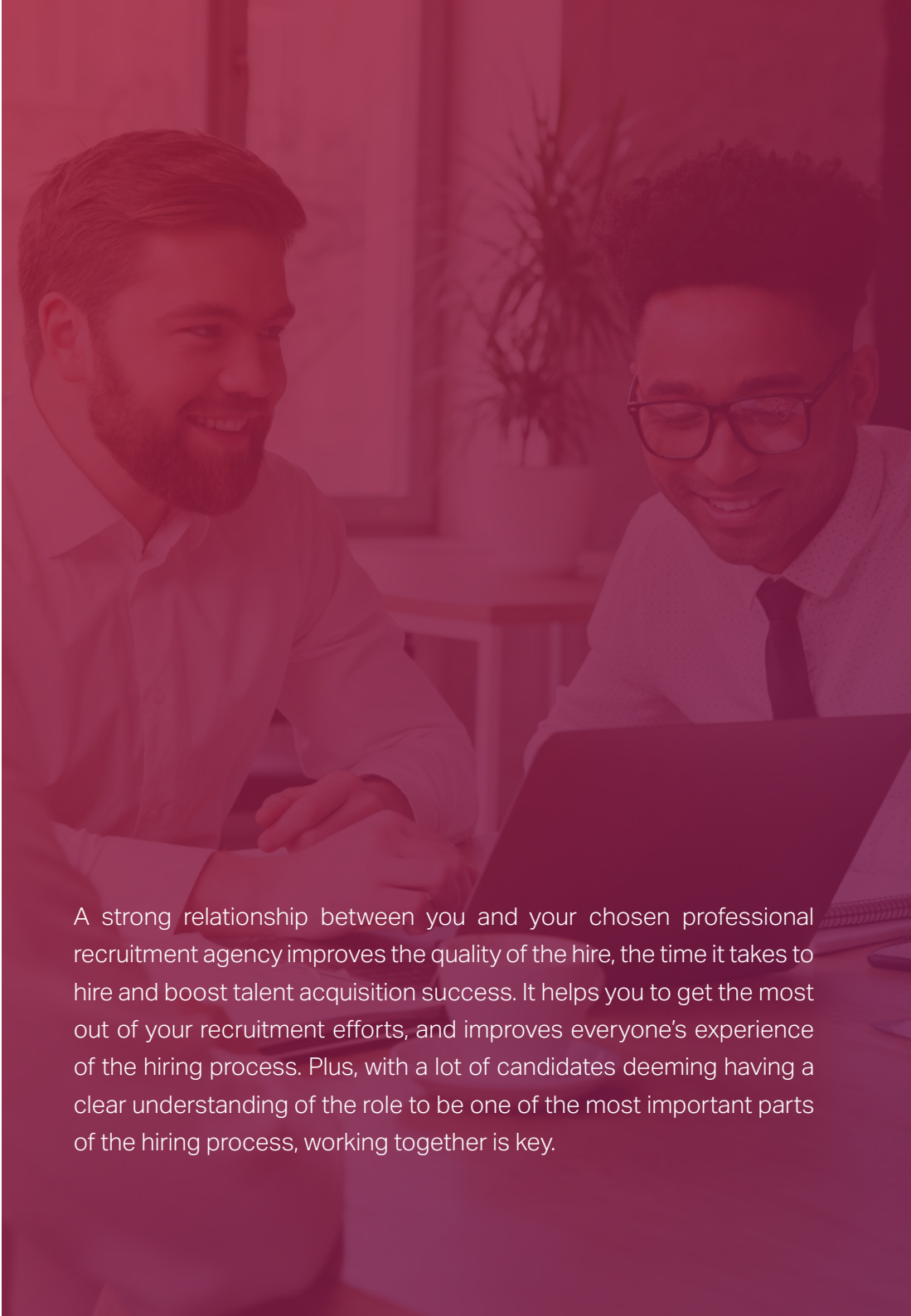
# MAXIMISING YOUR RELATIONSHIP

## WHAT MAKES A STRONG RELATIONSHIP WITH A TALENT PARTNER AND WHY IT MATTERS

A good relationship between you and your talent partner is hugely important. It boosts talent acquisition efficiency in a big way and helps to improve the experience of candidates.

In fact, according to a study by [Deloitte](#), a strong relationship between a hiring company and a recruitment agency is one of the key driving forces of talent acquisition. This is why it's so important for you and your talent partner to connect, bond and work together.

There is a lot that goes into building a strong relationship with [your talent partner](#), and a lot of it centred around having a successful relationship, one that works both ways. Both parties need to work together throughout the hiring process, be open minded and prioritise clear communication. Though a recruitment agency will take the lead on hiring, it's important for you to stay involved, and have an input on what you want from a candidate. Be clear on what are non-negotiable, must have skills and what are 'nice to have' attributes. This will help to make sure the right candidates make it through to the interview stage, and less time is wasted on candidates who you wouldn't consider.

A photograph of two business professionals, a man and a woman, sitting at a desk and looking at a laptop screen. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white shirt and a dark tie. They are both smiling and appear to be in a collaborative work environment. The background is slightly blurred, showing office furniture and a plant. The image is overlaid with a semi-transparent red filter.

A strong relationship between you and your chosen professional recruitment agency improves the quality of the hire, the time it takes to hire and boost talent acquisition success. It helps you to get the most out of your recruitment efforts, and improves everyone's experience of the hiring process. Plus, with a lot of candidates deeming having a clear understanding of the role to be one of the most important parts of the hiring process, working together is key.



## HOW TO MANAGE YOUR PARTNERSHIP

It's important that your talent partner is providing your business with results. This means delivering more than just your basic requirements, it means adding value to your business on a larger scale. To ensure that your partnership is successful, it is important to maintain daily management that is supportive, open to feedback and adaptable to change. By establishing mutually agreed commitments that align with partnership objectives, both parties - you and your recruitment agency - can address any concerns related to performance, whether that relates to exceeding or falling short of expectations.

You should expect to receive regular reports from your talent partner, and don't be shy about asking for these regularly. You should be informed about your spending and budget, and provide performance statistics regularly. This includes information on your volume of hires, retention rate and attrition rate. These updates will ensure transparency and encourage effective communication throughout the partnership.

Your recruitment service provider should have the ability to align with your Environmental, Social, and Corporate Governance (ESG) goals. A lot of **candidates** choose employers who prioritise their social value, so your talent partner needs to support these values as well. At Cherry, we highlight your ESG efforts and work with these in mind.



## HOW TO CULTIVATE YOUR PARTNERSHIP

Once you have partnered with a recruitment agency, you need to cultivate that relationship. Otherwise, you run the risk of experiencing a disconnect and candidates falling through the gaps. By cultivating and boosting your partnership, you can make sure that the relationship is continuously nurtured, and that it goes from strength to strength. You and your talent partner should be on the same page at all times.

### ● **Communicate Your Goals and Preferences**

To get the most out of a recruitment agency, you need to be clear and honest about what you are looking for in a candidate. Share details such as the type of candidates that you are interested in, what skills you want them to have, and the employee benefits that you are offering. Being transparent helps a recruitment agency to avoid sending you unsuitable candidates, which saves everyone time.

### ● **Be Responsive and Communicative**

Though a recruitment agency is there to handle the burden of hiring, you still need to be responsive and communicative. Maintaining a responsive and cooperative approach is a key part of building a productive relationship. Respond promptly and professionally to their inquiries, set up interviews and follow through with the hiring process.

### ● **Utilise Their Input and Advice**

A good recruitment agency is a source of knowledge, so don't be afraid to seek their guidance and assistance as you search for candidates. Ask questions about the talent out there, what candidates expect from a role, and if they have any tips to help you attract top talent. Remember, your recruitment agency wants you to succeed and they will do everything they can to ensure you are paired with the ideal employee.



# THE BENEFITS OF HIRING TEMPORARY WORKERS

A lot of businesses make the most of assuming that all recruitment is done with a long term goal in mind, but temporary and interim recruitment is just as important. There are a lot of temporary workers out there, and hiring them using the services of a talent partner is an effective way of making the most of everything that a temporary candidate has to offer.

## KEEP RESOURCES MOVING

One of the biggest benefits of [hiring a temporary worker](#) is that doing so continuously keeps resources moving. Teams that delay hiring someone new and teams that take too long to replace staff can struggle, and it can have a huge impact on existing staff. Not only do temporary workers keep resources moving, they ensure that existing teams are not short staffed and overworked during gaps in staffing.

## STREAMLINES RECRUITMENT PROCESS

When you employ temporary staff, you benefit from a streamlined recruitment process, allowing you to onboard them within days. Temporary employees are eager to contribute immediately due to the fast-paced nature of the industry.

## SKILLED EXPERTS AT LOWER COSTS

Hiring skilled staff for short periods of time enables your existing team to focus on their tasks while making the most of experienced temporary staff. This cost-effective approach avoids heavy upfront expenses associated with full time hiring.

## POTENTIAL FUTURE HIRES

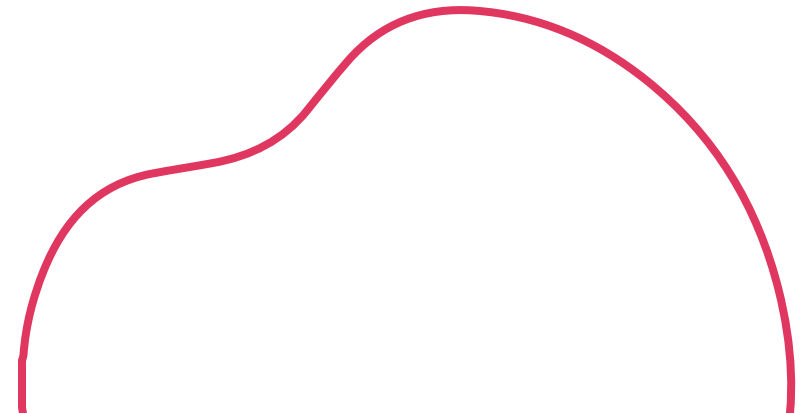
Hiring temporary staff offers a trial period for both parties. Impressive candidates can transition to permanent roles without undergoing a lengthy recruitment process, and you can gain an insight into how well someone fits into the existing team before committing to a long term contract.

## COVERING EXTENDED ABSENCES

Temporary staff can cover for prolonged employee absences due to holidays, leave or other reasons such as illness or sabbaticals. This ensures that the business operations are not interrupted, simply because someone has unexpected time off.

## SUPPORT DURING PROJECTS OR CHANGES

When core team members are occupied with important projects or structural changes, temporary staff provide essential support to maintain business operations and project momentum, even during the busiest periods.





# WHAT CHERRY WILL DO FOR YOU

When you choose Cherry Professional as your first call talent partner, we will go above and beyond to find you the ideal candidates. We listen to what you have to say, and we focus on Building a strong client and candidate relationship by actively listening to your needs and objectives. We maintain effective communication with you and potential candidates by promptly responding to messages and providing transparent feedback throughout the recruitment process.

We understand that the recruitment industry is always changing, which is why we make a point to stay informed about trends. This allows us to offer the best advice and identify effective recruitment techniques, allowing us to expand our recruitment abilities. This doesn't mean solely recruiting on a short term basis, it means proactively offering innovative recruitment strategies and ideas to become your trusted recruitment advisor, with your continuous growth in mind. No two businesses are alike, which is why we personalise our services. We tailor our recruitment solutions to your business, your industry and your desired clients. Instead of using generalised approaches, we work with your business in mind.



## VALUABLE INDUSTRY INSIGHTS

A lot can be gained from looking at [industry and market insights](#), and this is something that we include as part of our tech stack. We use recruitment trends and industry insights to provide our clients with valuable knowledge related to time to hire, ratios, successful placements and more. This information is hugely valuable to your recruitment efforts, and it can be used to maximise your success rate. Our aim is to help our clients to hire quickly, but with long term success and employee retention in mind.

## SALARY SURVEY AND BENCHMARKING

There's a lot that goes into recruitment, but there is no denying that salary is a driving force for a lot of candidates. This means that you need to offer a competitive salary to candidates, ensuring that you keep up with what other businesses are offering for similar roles. We are currently creating an [Accounting and Finance Salary Survey](#), which we will be releasing each quarter. It will cover each of our core divisions, giving an insight into salaries and benchmarks for your business.

## CANDIDATE AND CLIENT COMPLIANCE

It's important to hire a candidate that ticks a lot of boxes, but this needs to be done with compliance in mind. We adhere to relevant laws, regulations, industry standards and ethical practices in all aspects of our recruitment services related to the hiring, employment and placement of candidates. This provides a great deal of value to your business, as handling this alone can be time consuming, costly and complex. We do background checks on all clients and candidates, so both parties can relax knowing that everyone is taking the recruitment process seriously.

## DIRECT SOURCING AND HEADHUNTING

According to the [Talent Board's 2021 Candidate Experience Benchmark Research Report](#), a growing number of candidates are falling out of the application process, and they are doing so for three key reasons. Some felt that their time was disrespected during the interview stage, whereas others felt that the recruitment process took too long. For others, it was because the salary offered didn't meet their expectations. This is hard to overcome as a hiring business, but direct sourcing and headhunting can make a difference. With Cherry, you can relax, knowing that engaged and interested candidates are being pursued, speeding up the time from interview to employment.





# CYBERSECURITY IN RECRUITMENT

Cherry recently sponsored the Nottingham Business Growth breakfast on cyber security. After recent attacks from Russian-speaking cybercrime group 'Clop' hacking over 100,000 employees' personal data from British institutions like the BBC, and British Airways, the issue of cybersecurity is more prevalent than ever.

## THE COST OF CYBERCRIME

Worldwide, businesses lose £48bn a year to cybercrime, [according to law firm Reed Smith](#). Besides these financial costs, the human cost can be devastating. If there's a breach at your organisation, the worst thing you can do is try to save face by keeping employees in the dark.



## SOME WORDS FROM CHERRY

Cybersecurity is also a prevalent issue in recruitment, do you ask your recruitment partner about their systems and security? At Cherry, we use a first-class CRM system which smaller organisations may not have access to. It's always important to remember that although some recruiters may offer cheaper prices, does this compromise elsewhere? Our Operations Director, [Sarah Gibson](#) has in-depth knowledge of cyber security and says:

“ The most common cyber threat is Phishing, where the hacker will attempt to deceive the recipient by imitating a company or another person known to them, with the goal of obtaining personal information such as credit card details or passwords. These emails are often very convincing, and imitations can be hard to spot, especially when employees are under time pressure or feeling stressed.

83% of all identified attacks last year were Phishing based. For these attacks to be successful they rely on people clicking something that they shouldn't! Therefore, there is an important role that HR teams need to play in ensuring employees are trained effectively in how to spot Phishing emails. This should happen not only when employees first join, but periodically throughout the year. HR teams need to ensure employees and line managers know the common things to look for and ensure that they know the process if something does go wrong.”

# FAQS

## WHAT RECRUITMENT SERVICES DO YOU OFFER?

At Cherry, we provide a wide range of recruitment solutions, all of which are tailored to your specific needs.

## WHICH INDUSTRIES DO YOU RECRUIT FOR?

We cater to a diverse array of including Accounting and Finance, Finance Clerical, HR, Marketing, Admin and Business Professionals.

## HOW DO YOU FIND TALENTED CANDIDATES?

Our team of professional recruiters use a diverse range of resources to find top talent. We use online job platforms and social media platforms, such as LinkedIn, to generate awareness and interest in open positions. We also have a library of skilled and experienced candidates for you to choose from.

## WHAT IS THE TIMELINE FROM INITIAL CONTACT TO HIRING?

The duration of the recruitment process depends on the availability of qualified candidates, and your availability to conduct interviews. We tend to take a few days to find potential candidates, evaluate their skills, and conduct initial interviews. Our dedicated team works hard to fill your open positions quickly.

## HOW DO YOU PRE-SCREEN CANDIDATES?

Before being put forward for a role, every candidate undergoes a thorough pre-screening interview to assess their personality and potential fit with your company. This helps us gauge their skills and expertise in your industry, before shortlisting the best of the best.

## WHY SHOULD I USE A RECRUITMENT AGENCY FOR MY HIRING NEEDS?

We understand your unique candidate requirements and company values, which allows us to identify the perfect candidates for your team. We take on the responsibility of finding and hiring new employees, all whilst keeping you in the loop.

# CONCLUSION

As you can see, maximising the value of your talent partner is hugely advantageous. There is a lot riding on finding the right candidate and getting the recruitment process right but, when done correctly, your business is sure to benefit. A talent partner can add a lot of value to your hiring process, and maximising this is a key part of making it as straightforward as possible to find your ideal candidate. To find out more about working with a professional services recruitment agency, [get in touch](#) with the Cherry team.



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