



ALWAYS
ON TARGET

—acCoy—



IN HIRING, THERE IS NOTHING MORE IMPORTANT THAN ACCURACY.

When your hiring strategy is on target, the result is a positive impact on your business. Hiring the wrong person can cost – in time, money and frustration.

**“Hiring the right
people takes time,
the right questions
and a healthy dose
of curiosity.”**

- RICHARD BRANSON



WHAT IS THE TRUE COST OF A BAD HIRE?

According to the U.S. Department of Labor,
the average cost for each bad hire can equal

30%

of that individual's
ANNUAL EARNINGS.

**Control your hiring costs
by staying on target!**

TARGET SPECIFIC CANDIDATES

Even when there are plenty of candidates, it's not easy to find on-target candidates – in fact, it's even harder because you often have so many resumes to wade through.

Don't take a scattershot approach to hiring. Create an ideal candidate profile.

Where is your ideal candidate likely to be working? Do you have a way to reach them?

The best candidates are probably already employed. You need to take a strategic approach to identify and attract them.

TARGET CANDIDATE PROFILE

- ⦿ Skills
- ⦿ Education
- ⦿ Years of experience
- ⦿ License or credential
- ⦿ Work style (team or individual)
- ⦿ Specific role or potential for growth
- ⦿ Must have
- ⦿ Like to have



WHY TARGET PASSIVE CANDIDATES?

The best candidates are not easy to reach. They are already working. They're not thinking about the next job; they're not checking job postings.

You need to find a way to reach them where they are and convince them it might be time to consider a move.

WHO IS A PASSIVE CANDIDATE?

Anyone who is already working!

If you wait until top candidates are ready to make a move, you risk them going with the competition instead of with you.

Most people will at least hear you out if you intrigue them with the right opportunity. Don't be afraid to reach out to your ideal candidate. The cost may be losing them to the competition.

“Acquiring the right talent is the most important key to growth... Hiring was - and still is - the most important thing we do.”

- MARC BENNIOFF, SALESFORCE.COM



HOW TO REACH TOP TALENT

Make it your business to be top of mind before the candidate considers a move. Leverage your network for recommendations and advice.

TALK TO OTHER MANAGERS. Most hiring managers can identify the candidate who got away – the one they were outvoted on or who fell short on just one qualification. Managers are often invested in seeing these candidates succeed and will be happy to refer them.

ASK FOR EMPLOYEE REFERRALS. Current employees know the company culture and what it takes to succeed in your organization. Bonus programs are great, but if you have an exceptionally successful employee, speak with them to ask for recommendations. Chances are, they'll know someone as great as they are.

RE-ENGAGE FORMER EMPLOYEES. If they left on good terms and are succeeding in their current role, they may be interested in returning at a higher level. Best of all, you're getting the benefit of on-the-job training you didn't have to pay for.

ADVERTISE CREATIVELY. Try pay-per-click advertising (PPC) to target specific skill sets online. Place ads or write articles for industry publications your ideal candidate is likely to read. You don't need to advertise specific jobs; just share your brand and culture so candidates can see themselves in your organization.

PARTNER WITH A STAFFING FIRM. Their success is dependent on knowing the local talent market. They may know someone who fits your needs right off the cuff. Best of all, they can even contact individuals working for your competition.

HOW TO HIT YOUR TARGET

Having the right arrows in your quiver can make hiring results more consistent and your job much easier. What does that look like in practice?

MAINTAIN A CANDIDATE DATABASE. Keep track of people who might make great hires – either now or in the future. It can be as simple as flagging suitable resumes in your applicant tracking system. Use a system that's simple to sort and query.

BUILD YOUR LINKEDIN NETWORK. Connect with candidates or professionals with the features of your ideal candidate. Know where your dream candidates are working and how they are progressing through their careers. Pay attention to their updates to note when they could be laying the groundwork to make a move.

GET GOOD AT HIRING. Practice your interviewing skills and keep up with the latest research on effective techniques. Loop in others within the company to create a hiring committee.

HIRE INTERNALLY. If you have a coaching and training program to develop your employees to promote internally, you'll have skills, experience, and fit all in one.

WORK WITH A STAFFING FIRM. If hiring is part of your job, it may seem like you interview a lot; however, recruiters with staffing firms interview all day every day. They tend to be exceptionally good at reading between the lines to know which candidate will be the best fit.



HIT THE TARGET ON YOUR FIRST SHOT

When you make the right hire on your first try, you reap all kinds of benefits:

REDUCED COST. You'll spend less on advertising costs when you don't have to post the same job repeatedly. Not to mention the value of your time. Every hour you spend on sorting resumes, interviewing and training is time you don't have to spend on other priorities.

INCREASED PRODUCTIVITY. Extended vacancies are an obvious productivity drain, but consider the time other workers must take from their tasks to cover the vacant role.

TIME SAVINGS. If you place someone in a position who is not the right fit, you could spend a great deal of time retraining a candidate who won't stay for the long term.

IMPROVED FOCUS. If you can hire, train, and move on, you'll be able to get back to your tasks quickly and focus on your priorities.

BOOSTED MORALE. The quality of the people you hire reflects on your current employees. Hire top talent and you can elevate your entire workforce and encourage the whole team to play up.

INCREASED ENGAGEMENT. If veteran, new and potential candidates see your company as a place where the best people work, you'll be better able to attract and retain top talent.



THERE IS A MORE ACCURATE WAY TO HIRE

When you partner with A.C.Coy, you'll reach your hiring goals faster for every contract, contract-to-hire and direct hire position.

IT BEGINS WITH OUR PROCESS:

- ⦿ Candidates are sourced and screened by recruiters with industry-specific experience.
- ⦿ Each candidate undergoes three layers of internal screening.
- ⦿ Only the top three candidates are chosen for presentation to our clients.
- ⦿ Pricing is based on candidate experience, skill set, and overall benefits.
- ⦿ We maintain constant communication with candidates after they are placed.

"The secret to my success is that we've gone to exceptional lengths to hire the best people in the world."

- STEVE JOBS





WHAT SETS A.C.Coy APART?

- Team with industry-specific experience and network
- Proprietary database of over 600K resumes
- Contract employees earn the same internal benefits as internal employees
- Guarantee on both contract and direct hire placements

"I am convinced that nothing we do is more important than hiring and developing people. At the end of the day, you bet on people, not on strategies."

- LAWRENCE BOSSIDY, GE



ABOUT A.C.Coy

A.C.Coy was founded in Pittsburgh in 1986 to provide staffing and recruiting solutions to Western Pennsylvania. The company has since expanded widely to cover areas including Columbus, OH; Davenport, IA; and Atlanta, GA.

The staff is made up of industry veterans – many of our team members have been with us for more than ten years. We are dedicated to attracting and retaining top talent that meets your requirements and fits your culture.

A.C.Coy provides expertise in IT, sales, engineering, and accounting/finance staffing and recruitment on a contract, contract-to-hire and direct hire basis.

Our mission is to be the “Always on Target” staffing and consulting provider by helping people and companies achieve their hiring goals.



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