

H I R E D

How Recruiters Can Create a Predictable Candidate Pipeline



Introduction

Every organization has two critical pipelines that fuel the success of its business. The first, and probably most well known to the masses, is the sales pipeline, which is so crucial for driving revenue and maintaining a steady flow of the company's products and services into the market. But an equally valuable pipeline is finally being hailed by executive teams for its strategic importance – it's the recruiting pipeline, one that fuels the human talent that every thriving business is built upon.

Recruiting, however, can be a relatively unpredictable activity. Even the most experienced recruiting professionals face serious challenges filling critical roles in their (or their clients') organizations, and much of the problem stems from an inability to establish, nurture and grow a sustainable talent pipeline. This is particularly true in the technology field, where qualified candidates are in extremely high demand and there is already a yawning skills gap between candidates and open jobs.

1 Million

fewer applicants available for computing jobs by 2020

**Data is from code.org*



Where Traditional Recruiting Pipelines Often Fall Short

A comparison with sales pipelines is helpful in understanding why recruiting pipelines are such a challenge. In sales, a pipeline is usually created initially by a marketing team that takes the lead on generating a pool of qualified (and sometimes raw) prospects. Sales teams then follow up on those leads and push them through the pipeline process to maturation and closure. Front-line recruiting managers, however, often don't have the luxury of inheriting a great candidate pipeline. They must do it themselves, sourcing from scratch, reaching out to candidates, building relationships, evaluating best fits, negotiating terms, and closing the deal.

Key Challenges for Recruiting Pipelines

Sourcing is an uphill battle

Searching for the right candidates that perfectly fit your hiring managers' requirements is like finding a needle in a haystack, particularly in the highly competitive technology field where turnover is so pervasive.

Closing the deal is elusive for everyone

Recruiters are often inhibited by a lack of insights into salary data and other key metrics to overcome the hiring disconnect with candidates in the end game.

The noise can be deafening

Even with online recruiting tools, it's hard to sort through all the noise: there are so many reqs and also so many interested but unqualified candidates.

Tech is complex

Even savvy tech recruiters can be challenged with the core nature of many tech jobs, rapid changes in technology and digital techniques, and what differentiates good performers from great performers.

Profiles don't offer insights

Resumes and professional profiles aren't always as telling as a recruiter would like, leaving open questions such as organizational fit and forward-looking goals.

13

Average number of messages sent on LinkedIn to get a phone screen

80

Average number of phone calls recruiters make per day

**Data is from [recruiter.com](https://www.recruiter.com)*

How to Build a High-Performance Recruiting Pipeline

Recruiters can take active steps and use established tools and best practices to build predictability back into their candidate pipelines. Following are some important guidelines that can help recruiters reach the top of their game.

Build your pipeline with accomplished professionals who are actively in the job hunt.

01 Get a jump on sourcing with an instant pool of candidates

Good pipelines begin with automating much of the prospecting process and being able to hone in on the best candidates quickly and deeply. Hired's vast platform of active candidates provides a rich pool of technology professionals who have established themselves in their respective fields. Talent is active and continuously vetted to ensure you spend less time searching and sourcing, and more time on recruiting activities that add value to your role.

If you've ever spent time recruiting passive candidates, you know it can be a lengthy and tedious process that doesn't always pan out. Building your pipeline with accomplished professionals who are actively in the job hunt will help you cut through the noise, improve your time to fill and create a more predictable pipelining funnel. And from a cost standpoint, accessing the candidate platform on a fixed subscription basis means no unexpected costs and a more predictable planning cycle.

The deeper you go in understanding what motivates each candidate, the faster you'll be able to move them through the funnel.

02 Glean insights that establish the best fit

Core skills and attributes are certainly the most important place to start to determine if a candidate will meet your organization's needs. It's not hard to do a search focused on Java programming or SEO marketing. But empirical skillsets and experience don't always tell the whole story. Traditional resumes and profiles tell you what the candidate has done in the past, but they don't give you insight into what motivates the individual, what career aspirations each one has and the intent behind their job search.

Hired profiles allow you to dig deeper than just attributes and see candidates through a more focused lens. Profiles reflect what's happening with each active candidate in real time so you'll see the status and intent of their searches, how their experience has driven their career objectives and gain insights into what they value and how they might fit with your workforce. The deeper you go in understanding what motivates each candidate, the faster and more predictably you'll be able to move them through the funnel. And hiring a technology professional that shares the same work habits and values as your existing technology teams will improve the chances that they'll stick around for the long haul.

Tech candidates insist on a personal touch at every stage in the recruiting process.

03 Keep candidates engaged

With so many great candidates out there for every open role, there is often a tendency to resort to a one-to-many approach to connecting with multiple candidates. Quality of interaction, however, is important to today's technology job seekers. Tech candidates are in extremely high demand and they insist on a personal touch at every stage in the recruiting process. Hired gives you the tools to create personalized messaging to ensure a more genuine one-to-one connection. Creating a more collaborative recruiting environment is a critical component of a predictable pipeline. The closer the relationship you have with each prized candidate, the more confidently you'll be able to evaluate interest and set expectations along the way.

Candidates also become untrusting of recruiters who don't seem to know the nuts and bolts of technology-focused positions, and the interaction begins to sound more like a sales pitch. Recruiters can improve their relationship and the chances of moving candidates forward by knowing, for example, the nuances of what differentiates a software developer from a product manager (usually a more strategic partner to the business). You'll position yourself as a more trusted conduit between the candidate and his or her perfect opportunity.

A more transparent system that leverages real-time offer data will improve your acceptance rates.

04 Better transparency helps you close the deal

Data can make a big difference in your recruiting approach and success. The more you know about what technology professionals in each market segment are asking for (and being offered), the better positioned you'll be to engage in a transparent and successful negotiation with your candidate. Hired's market data is validated by thousands of offers globally and locally, so both you and the candidate will get full visibility into the hiring value of each position and full transparency into the process.

There's nothing harder than building a good relationship with a candidate, nurturing him or her through a lengthy screening and interviewing process, and setting expectations with the hiring manager – only to have the deal fall out from under you because of an unpredictable offer process. Establishing a more transparent system that leverages real-time offer data will improve your acceptance rates and keep the integrity of your closing activities intact.

Conclusion

Your recruiting pipeline is as important to your organization as your sales pipeline, and although it might be even more difficult to build into a predictable process, it can be done with the right mindset and tools. Hit the ground running with an active pool of vetted candidates; drill down into more than just attributes to determine the right fit; engage candidates with a more meaningful recruiting experience; and build transparency into your offer process and you'll become a better practitioner of shaping and aligning predictable recruiting activities.