



# Sourcing Top Talent - 10.5 Things your Sourcers won't do

Today the majority of organizations require recruiters to find talent. Due to time and other constraints they take the path of least resistance - posting jobs and waiting for the right candidates to drop by. They wait and wait while getting inundated with the wrong talent. A more aggressive, proactive approach is needed. The problem is this demands a set of behaviors that are diametrically opposite to recruiting. Recruiting is essentially extroverted with recruiters spending the majority of their time interviewing, closing candidates and working the ATS. Sourcing on the other hand is introverted with the majority of time spent working the internet to find talent.

Sourcing the right way demands a disciplined approach. One that requires consistency and continuity of effort, an analytical bias, persistence, diligence and a measure of tenacity. Sourcing at its core remains labor intensive. No automation can help analyze résumés and profiles correctly.

Unless you are a Google or a Microsoft with an army of seasoned sourcers you will need additional help to boost your sourcing effort. Here are some of the reasons why our sourcers can turbo charge your sourcing effort. Close hard to fill positions, build robust pipelines with a model that delivers.

1

### 1000+ Candidates

The average number of prospects we reach out to for a need of medium complexity. The underlying philosophy here is - "maximize reach". The more qualified people we touch the higher the chance of finding the right talent. We reach out to a talent pool with complimentary, related, junior and senior skillsets. Always asking for referrals. Once a critical mass is reached results start pouring in. The right candidates are shortlisted for the open need while the others are qualified and categorized to build robust pipelines for the future.

2

### 2000+ Emails

On an average we send out over 2000 emails (which include bounce backs) per campaign. Through our aggressive use of reach out campaigns we target over 90% of the skillset population base which includes active, passive and hidden talent. We keep away from expensive resources like InMails which have limited efficacy. Our "reach out" specialists are adept at generating email addresses. Tedious work. All replies are processed within 24 hours ensuring we get quickly to the right talent to qualify and pass onto your recruiters to close.

3

### Beyond 100

A search beyond 100 miles; beyond the first 100 candidates; beyond 100 days. A résumé database contains around 40% hidden talent. Candidates your recruiters will never get to due to not stretching out their search criteria. Our sourcers know how to source deep. We leave no stone unturned. Different permutations/combinations, synonyms, hyponyms, boolean, concept, fuzzy, phrase, stemming, proximity and relevance. All searches are given their fair share to perform. Strings are tracked and put in knowledge bases for future use.

4

### (Competition)<sup>3</sup>

Tier 1 - Who is your competition? Tier 2 - Who is your competitor's competition? Tier 3 - Who is your competitor's competition's competitor? Drilling 3 levels down we have a pretty strong mapping of the competitive landscape. Researching 100's of web sites to analyze the competitive landscape is time consuming but increases the quality of targeting by leaps and bounds. Once we map the findings, sourcing takes over to identify the right talent to headhunt, prequalify and pass them on to your recruiters to close. Competition drilled!

### Shotgun or Sniper

5

From the start we attack on both fronts. The shotgun approach maximizes reach with the intent to generate a great referral pipeline. The more qualified people we touch the higher the success rate. We also get to build great future pipelines for your future needs. The sniper approach is a highly focused sourcing effort where we target a few “hot” candidates who meet and even exceed the skillsets. Both approaches are diametrically opposite. Both work! The sourcer and outreach team work in unison to bring home the bacon and great talent!

### Referrals - The secret sauce

6

We all know referrals are your best hires. Trouble is how to get to them? Our experience has shown a referral can come from any source. A German based in Switzerland sends a referral for a Swede in UK. A referral's referral's referral - we call it the referral value chain! Maximize reach out to anyone even remotely connected with the need. Always ask, and then ask again for referrals! Work aggressively to build referral pipelines. Quickly process all referrals and thank profusely. The secret are referrals. The sauce makes all the difference!

### Global tick/tock

7

Here is a sample of our Centralized Office Global Support (COGS) model. 11 pm name generation - China; 2am competitor mapping - Australia; 3am active sourcing - India; 4am research - Singapore; 6am post jobs - Hong Kong; 8am pipeline building - UK; 10am email campaign - Switzerland; 1pm headhunt competition - Nordic region; 3pm passive sourcing - Dubai; 4pm interview candidates - US; 8pm screen email response - Canada. Beijing to Bangalore to Brasília to Brisbane - we have the globe covered - 24/7 with our sourcing teams.

### The 3 musketeers

8

Our success is based on our self contained teams that handle the complete sourcing process. Our three major activities in finding talent: targeting; sourcing and outreach. The researcher works towards researching and mapping the company's ecosystem. The sourcer's role is to identify the talent in the companies identified by the researcher, increase internet visibility and traffic. The outreach person works towards reaching out to the talent headhunted. With solid processes and tools we deliver talent to the doorsteps of your recruiters.

## Knowledge Bases to the future

9

Everything we do; everything we learn; everything we improve on gets documented in knowledge bases we share with you. On the global side - country specific practices, regional variations. Next time your recruiters walk out - you have nothing to worry about. All knowledge is retained. Firms spend a fair amount of time and resources in reinventing the wheel with staff turnover and a culture of minimal sharing. All projects end with a post mortem where all lessons learnt are documented. Strong knowledge bases - powerful sourcing!

## Sourcing - respectfully yours

10

Our core offering is sourcing. Sourcing gets the respect it deserves from us. Finding great talent has to be a strategic endeavor for any company. It requires a serious commitment from senior management. Bundling it with recruiting always pushes it to the backend. The over worked recruiter never gets the time to dedicate the time and attention sourcing deserves. In these scenarios sourcing is relegated to posting jobs and waiting and waiting for the right candidate to drop by. It never happens. Give sourcing the respect it deserves!

## We are the Sourcing Specialists

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Your company's core offering may be technology or manufacturing or something else. Our core offering is simple - sourcing the right talent for your recruiters to close. We do the heavy front end lifting in finding the talent that your recruiters work at the back end to close. With our global experience, seasoned sourcers, robust processes, working tools we deliver talent from any part of the globe. The equation is simple. We find. Your recruiters close. A winning combination!

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"We guarantee to better your talent acquisition effort, or your money back!!" Let the sourcing magic begin!!