



THE WORK PLACE

Matchmaker, make me a match

BY KATE BOEMEKE

Earlier this month, a reader wrote and asked, "How can I get a recruiter to notice me?" It's a good question. The answer is ... you send them your resumé and a well-constructed letter of introduction. Then you hope that they put you in their database and call you for an interview. What a minute. This sounds exactly like applying for a job.

"It is," said Scott E. Graham, M.A., C.M.P.E., president of Dental Recruiters, Inc. "Candidates send resúmes to recruiters, but recruiters don't work for the candidate. When a candidate sends a resumé to my company, it goes into a database that I use to match candidates to companies, but my emphasis is centered on what the company is looking for. A good recruiter will do all the pre-screening for a company, often in lieu of a Human Resources department."

If a recruiter thinks the candidate is not right for the company, he or she won't recommend that person for the job. In other words, making it into the recruiter's database or even getting a pre-interview doesn't guarantee job-hunting success.

"I always tell candidates to keep looking on their own," Graham said. "Never put all your eggs into one basket." And, he stresses the importance of networking, even in terms of getting noticed by a recruiter.

"If you know a colleague who has successfully worked with a recruiter, ask for the recruiter's name and make a personal connection with him or her. A lot of our success is based on personal

recommendations and word-of-mouth. People want to hire people they trust. So if someone I trust recommends you to me, I'm more likely to interview you," Graham said.

The same holds true when a recruiter recommends a candidate to a client.

"I think of myself as a matchmaker," Graham said. "When I'm talking to a company, in my case a dental practice, I say 'Tell me what you want in terms of credentials and I'll find the right person for you.'"

Graham's company is the only dental recruiting company in St. Louis. However, most recruiters specialize by field, so it's important to know exactly what type of industry you hope to work in. If you're thinking about making a move from one industry to another, do your homework. Know how your skills apply to your new chosen field before you send your resumé and make sure that your value and expertise shine in this all important document.

A recruiter, unlike a career coach, will not help you determine what career is right for you. Like the

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companies you're applying to, recruiters expect you to be able to "sell" yourself enough to merit a pre-interview.

So what's the bottom line? Unfortunately, recruiters aren't likely seek you out unless you're a red-hot ticket. Getting your credentials in front of a trusted, high-quality recruiter or recruiting firm means you will have to take the lead – submitting a well-prepared resume online or on paper that makes you the ideal candidate for a "perfect match."

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Recruitment Standards

Graham suggests that candidates should expect recruiters to offer the following services to ensure the best outcome for both candidates and clients.

Candidate and client profiling

Recruiters should work closely with each client to ensure that clear objectives and expectations are established. Potential career opportunities should be clearly defined and outlined. The corporate culture of the firm or corporation, along with the specific responsibilities of the position, staffing support, advancement opportunities, and compensation should all be taken into account.

Research and screening

Each candidate should be screened in order to properly place the candidate with the "right" organization. The corporate culture of the client, the personalities of both parties and the concerns of the candidate should be evaluated. The best fit for both the candidate and the should be the goal. It is important to remember that resúmes only show a snapshot of a person's strengths and expectations.

Candidate and client preparation.

A quality recruiter should manage the entire process of placement and recruitment. Continuous advice, counsel and coordination should be given during the interview process. Both the candidate and client should have appropriate information and briefing materials to ensure a smooth and effortless transition.

Retention

Placement is only one aspect of service.

"At Dental Recruiters, Inc., our commitment to our candidates and clients stretches beyond search and placement. Career support and counseling are provided due to the ever-changing employment marketplace," Graham says.