



Ask yourself.....

What are the two or three things you must get done in order to meet your revenue targets?

Are you confident you have the right people in place to make it happen?

"Great vision without great people is irrelevant"

Jim Collins
Good to Great

"Quantifying our Value Proposition"

January, 2012

"I promise that Veritas will enhance your business and positively impact your bottom line".
Michael Epifanio- President



Veritas Search Consultants Inc.

Vision

To be the premier provider of talent acquisition to the companies we serve and become an extension of those organizations. *We want to be THE firm you go to when you need to fill critical positions.*

Mission

To be the "DIFFERENCE MAKER" for our clients by recruiting and securing top talent. *We have developed a recruiting methodology that enables us to penetrate the market quickly and identify the top 20% of talent in your industry: talent that can only be obtained through direct sourcing from your competitors.*

Values

We promise to deliver our services with Integrity, Enthusiasm, and Mastery. *We will accurately represent your opportunity in the marketplace and target the right*

Veritas Search Consultants

Headquarters
400 South E. Main Street
Waxhaw, NC 28173
704-321-7145
Info@veritassearch.com
www.veritassearch.com



What is our value proposition to our clients?

Why should you work with Veritas Search? I think sometimes companies believe that all we do is find candidates/resumes and present them to our clients and then hold our breath and hope they are hired. This article is an effort to take you into my world and show you the value we can bring to your organization in a mutually committed relationship.

Question to consider; does a quality third party search firm enhance a clients business and positively impact the bottom line? **A resounding yes is the short answer.** Finding the right person, at the right time, in the right place, at the right price is our core competency. We help build companies through the people we place. People are truly a company's most precious resource. The following list of insight should help you see the quantifying our impact we can make.

1. We feel we are in a position to normally produce higher caliber candidates because the majority of candidates we recruit are gainfully employed and doing well when contact them but are receptive to considering an opportunity that may represent an enhancement in their personal/professional lives. The corresponding difference in impact on the bottom line is best compared by tracking the performance of those candidates placed by us versus candidates hired through other avenues, such as advertising. Passive candidates, simply put, or more likely to be "A" players then active candidates.
2. There is an opportunity cost to a company in terms of foregoing profits that could have been generated by a more suitable candidate. Without a doubt, a position can be filled by someone, but the candidates we produce will usually out-perform their counterparts hired through other sources. The service charge paid to us is insignificant when compared against the positive impact a solid hire can have or the damage that can result from a bad one. **Compare people in your top quarter versus the bottom quarter and calculate the difference in the bottom-line impact.**
3. The longer a position remains vacant, the greater the opportunity cost to the company. Since every employee, directly or indirectly, generates profit, not having a suitable employee on board has the cost of the foregone profit from that producer as well as the toll it takes on the other team members.

4. As a third party, we are privy to information that could be vital when considering hiring a candidate. We are in a unique position to possess information that you would not otherwise have known, and that could make you hire a person you otherwise would not have or, perhaps more importantly, that could make you not hire the wrong person you might have. Hiring the wrong person and/or not hiring the right person can be a phenomenal expense to a company ***(documented studies have suggested a bad hire can cost a company 5x the persons salary)***
5. We can delve into personal issues that, as a potential employer, you cannot. This very relevant information provides us all with a very early picture of what is to come in our process.
6. We act as a buffer in handling the financial negotiations. This helps in attracting candidates at more reasonable compensation levels and prevents the deterioration of the relationships that have been cultivated between you and the candidate. Access to this information early on also provides for a more knowledgeable process.
7. Rarely is it desirable for a company to do direct recruiting out of their competition ***(which is where the best candidates typically come from)***. Removing this capability reduces the company's effectiveness in attracting the best candidates.
8. As specialists, we can find out the kind of information not normally uncovered in full reference checks. This insight may be of vital importance in attracting a potential candidate or in passing on one. When a firm relies solely on formal reference checks at the end of the process, they are missing out on valuable information that can only be provided through more indirect channels, which only a third party firm can access.
9. We have strong capabilities in "landing" the tough ones. As search professionals we have faced every conceivable obstacle multiple times. Tapping into the candidates motivations, positioning you as a solution, and overcoming any roadblocks is very difficult at times, but this is where we truly Excel. History has demonstrated that the toughest ones can be the best ones and consequently the worst ones to have lost because we were not involved.

Peter Drucker has stated: "The most important decisions an Executive makes are decisions about people because those decisions will ultimately determine the performance capacity of the organization. The Veritas team is a leader in isolating top talent and helping our clients avoid costly hiring mistakes.

10. We join the client in the hiring decision. Therefore, we take accountability for a reasonable length of time and replace a candidate who does not work out. Should this happen without our involvement, a repeat of all the hiring energy, effort and money must be spent again. Time spent with our involvement is not light. It dramatically increases without it. A quick numerical analysis may shed some light.

For an average search:

- a. 600 phone calls result in 200 conversations
- b. 200 conversations yield 50 potentially interested candidates
- c. 50 candidates recruited produces 10 qualified people for us to screen
- d. 10 prescreened candidates results in five candidates who are ultimately presented
- e. 5 presented candidates produces three or four candidates interviewed that provides the ultimate candidate hired

Our clients only need to be involved in the final two steps of the above activities. It can take weeks/months to fill one position from scratch. Our history and continued effort is what provides for our ability to deliver rapidly. The work described above could represent over a month of someone's full-time work. This assumes that person had our same resources, training, capability, credibility and support. In our search, we don't stop until the position is filled the so there is no "starting over" when the lead candidate turns the down the job or when the shortlist washes out.

In Conclusion

These are some of the reasons why we should be used and why our service charge is insignificant when compared against the totality of all expenses in hiring, including opportunity cost.

“When an opening occurs, most organizations are confronted with two questions:

- 1. Does the value we place on this open position justify the cost of utilizing external resources to complete our search in a timely manner?**
- 2. If we do decide to utilize an external resource to assist us in filling this position, what criteria should we use to select that resource?”**

If you are interested in learning more about how your company can achieve a higher level of success in 2012 by implementing a better talent acquisition strategy please contact me.

Michael Epifanio – michael@veritassearch.com 704-321-7145

We offer a 100% Satisfaction Guarantee – full refund if we do not deliver on our end!