

Competent and effective people are one of the most difficult resources to acquire. The recruitment process is complex and mulling through glorified CVs often leaves the recruiter feeling very despondent.

Coach in the Corner's e-Recruitment suite:

- takes away the complication, and
- stress of sifting through promises,
- e-Recruitment:
 - allows the decision maker to compare assessment results,
 - in an objective and purposeful manner,
 - simplifying the entire recruitment decision,
 - with more accuracy and success.

One example and case study of how our e-Recruitment improved business performance

- A company employed 65 people, including 6 Middle Managers and a General Manager; their annual turnover was R 27 million.
- Business was good, however, management felt there was room for improvement.
- It was identified that the high impact area for the business was to increase sales.
- In order to grow the business there was the need to employ one more sales person and one more administrator.

Read on to see how

Mentor's e-tools

succeeded to:

- improve
- grow and
- rejuvenate this business

Use one or more of our e-tools to: increase, rejuvenate and grow your business

Step 1 Who?

An analysis was done of the sales people, considering the geographic areas that they cover, their targets and their productivity in relation to their results. The examination presented the fact that one more competent sales person would take pressure off the existing team, and would allow them to focus on their areas, key accounts and new business prospects far more effectively.

Further to this, an observation of the amount of administrative work which a sales person in this business generated, lead the business to realize that an extra resource to support the sales team would further boost the sales productivity.

Step 2 What?

Prior to the sourcing of people, Mentors analysed the job specifications and designed a recruitment battery which would target the core competencies required for each position. These competencies would be assessed using a variety of online assessment tools to ensure that the most suitable candidate would be discovered. Each job specification was divided into:

- Key Performance Areas
 - Critical Success Factors
 - Job Critical Competencies
 - Other Areas and Tasks
- The areas were then weighted according to importance so that the recruitment process would be scientific and free of bias.

Step 3 How?

- An advert was placed in the local newspapers and a qualified Industrial Psychologist considered each CV. Over 200 CVs were received for each position.
- The CVs were shortlisted and 5 applicants completed the online e-Assessment Battery for each position. Based on the results of the online e-Assessment Battery, 2 people were interviewed for the sales position and 3 people were interviewed for the administration position. The interviews were conducted to determine the applicants' suitability, culture fit with the organization and overall presentability.
- A suitable applicant was identified for each position.



Results

1. The results were presented to the company in an objective manner. The e-Recruitment option allowed the business to compare the results of the applicants and to clearly see which applicants were stronger in the defined areas.
2. Both selected applicants were offered positions in the company which they accepted.
3. Both employees went through an orientation programme and company specific e-Training schedules were designed to ensure their product knowledge and compliance with company policies and systems.
4. The staff's development and productivity were measured and monitored over time using e-Appraisal.
5. To date, both staff members who were recruited through the e-Recruitment system are still employed in the business and the company is very pleased with their performance.



What happens now?

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Human and Mentor Consulting (Pty) Ltd t/a Mentors
3 Woodview Office Park
1 Humber Street, Woodmead, Sandton
PO Box 5499 Rivonia 2128
Tel: 011 807 0075 Fax: 086 633 2825