

TalentVisor's SMART™ Framework Helps Staffing Organizations Recruit Superior Talent

SMART™ Framework by TalentVisor provides the staffing Industry with a leading edge recruitment methodology

(BUSINESS WIRE)--Are your recruiters spending too much time on trivial tasks? Are they overwhelmed by the internet technologies critical to recruitment? Are they shooting from the hip or using the latest in interactive analytics to measure the effectiveness of their recruiting efforts? TalentVisor's SMART™ Framework provides leading edge Web 2.0 and interactive analytics solutions to supplement your staffing and recruiting efforts.

Stop Doing Administrative Work

Computers have created more work for high-salary professionals than any invention in history. By making it easy for anyone to order supplies or write correspondence, we've turned many of our staff into very highly paid administrative personnel. These tasks are very important, but should be delegated to junior staff so your recruiting experts can focus on their duties. With fewer distractions they have more time to screen and interview candidates.

This move also saves your company money. Good recruiters are expensive, and that's why you shouldn't have them waste time on tasks outside their area of expertise.

Specialization Means Recruiting Efficiency

Even if your recruiters focus on sourcing candidates, you may not be using them effectively. The internet has changed the way recruiting works and today's staffing professionals have more responsibilities than they did five years ago. Successful sourcing for candidates requires extensive knowledge of web technologies including viral marketing, social networking and web analytics. Any one of these fields is a highly specialized job and trying to do all of them means doing each one badly.

For example, most companies want to recruit highly skilled talent and a great way to reach potential talent is through social networking sites. However a recruiter who walks into one of these sites without understanding the culture will quickly be singled out and isolated by the very candidates they are trying to reach.

TalentVisor Uses SMART™ Teams With Job Specialization

Our proprietary SMART™ framework divides our prospecting teams into five areas of specialty so each can serve as an expert in that field. Since each can focus on a narrow range of duties, this makes the team much stronger than any single recruiter can hope to be.

Research Specialist: Uses tools such as job portals and our proprietary database to analyze discover new candidates.

Web 2.0 Specialist: Creates viral marketing programs using the latest web and social network technologies to get the word out through non-traditional means.

Marketing Specialist: Develops target marketing plans using analytics to understand response patterns to marketing programs to single out interested job seekers, increasing prospecting success.

Recruiter: Without having to spend time on the associated duties, the highly skilled recruiter can focus efforts on interviewing and qualifying pre-selected targets.

Project Manager: Oversees operations and ensures communication flows freely so each person can focus on just one job.

Adopting such a widespread change in the way prospecting is done can be difficult for an existing staffing organization. TalentVisor's SMART™ Team can provide additional recruiting assistance while your internal program comes up to speed. After seeing how efficient our SMART™ framework is, many companies outsource recruiting duties to us on a long-term basis.