



**Real Relationships
Producing Real Results**

Legal Searchlight

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The AVS Top 5: Simple ways to avoid the "black hole"...

1. **Create a simple and professional resume response system.**
2. **Do NOT post positions that do not exist!**
3. **Follow up with a "no interest" note to unselected applicants.**
4. **Provide prompt feedback to your recruiter.**
5. **Send a personalized note to rejected interviewees.**

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In Maryland it is illegal to mistreat oysters.

It Ain't Over Till It's Over -

Organizations spend millions of dollars on public relations and advertising, yet do themselves incalculable damage by not properly closing searches or responding to candidates appropriately. In a time where technology makes communication so easy and efficient, it is difficult to understand the rationale for not being responsive.

Put yourself in the candidate's shoes for a moment. You learn that a position for which you feel you are ideally suited is open and you immediately email your resume and you wait for a response. And you wait. Did the company get your resume? Should you send another copy? Should you call to follow up? How long should you wait? And then how long should you wait to follow up a second time? If you've gotten an interview, did you get any feedback? Has the company filled the position?

How difficult is it to put together an email that is automatically generated when you receive a resume to let the candidate know that you have the information? And in the same email you can also give the candidate some information on what your process is and how long it may be before the candidate hears from your firm. That simple courtesy will go a long way to impressing the candidate with the value your company places on people and will save your office the time taken to answer all of those unnecessary phone inquiries!

Once a decision has been made on a slate of candidates, another email notifying those who have not been selected will again save you time and make the recipient feel as though he/she is worthy of consideration. Certainly anyone you interview and don't hire should get some written communication. If a candidate is worth the time you are taking to meet with her, she is certainly worth courteous closure.

A "dear John" letter isn't always the easiest to write, but the best way to handle it is to be direct. Include statements such as "the selection process has been challenging" and "we considered many highly qualified candidates" and then go straight to the message: "unfortunately, there is only one opening at this time and you have not been selected." Then a "thank you for your interest" closing and you're finished. And the candidate, while disappointed, leaves the process with good feelings about you and your organization.

A final thought, even if you are using the services of an outside recruiter, the recruiter's communication with the candidate is not a substitute for your communication. The same rules of common courtesy apply and they are altogether too uncommon in today's competitive hiring environment.

AV Search Consultants has been recruiting attorneys for law firms and corporations for the past 20 years.

Our corporate clients range from privately held companies seeking their first counsel to large Fortune 100 corporations in the Financial Services, Pharmaceutical, Manufacturing, Retail, and Real Estate industries throughout the nation.