



## Why do employers make so many poor appointments when they recruit?

Recruitment doesn't always get the attention it deserves as it can be seen as a distraction from the "more important" day-to-day running of the business. Selecting the right person is vital for the future success of a any company, so why do many companies not invest enough time in this process and then end up with the wrong person?

### **Lack of time spent understanding what is expected of the candidate**

If the employer does not really know this, then how can the candidate? And how can they be expected to achieve the goals set?

Time spent getting this right at the outset, with a clear and considered understanding of their duties, responsibilities and goals, will focus the mind of the employer on what they really need and, therefore, attract the most suitable people.

### **Ability to find suitable candidates**

Companies can often have real difficulty in finding the right person, or have not got the time and expertise to search.

Recruiting is a full-time job, requires specific skills

and knowledge, as well as a long-term approach in order to reap the rewards.

It is vital that an employer doesn't fill a position with the best of a bad bunch, crossing their fingers that it will work out - it usually doesn't.

### **Thinking that the 'appointment' is the end of the process**

It is important to remember that there is rarely an "off the peg, select and forget" solution, even with a candidate that has been poached from a competitor.

Employers cannot expect someone to perform miracles immediately, especially if they are just left to their own devices - but the candidate should grow into the "perfect choice".

The employer has a responsibility to invest their time to develop the individual - as this is an investment in the company's future.

### **Lack of specialist advice**

When you consider the lifetime cost of employing someone, you begin to realise how much of an investment an employer is making.



Companies shouldn't feel that they have to go it alone - with any other type of investment of this size, expert specialist advice would be sought and the necessary time allocated to the decision-making process.



We can all be experts in our own roles, but try doing someone else's job for a week - it's tough and you can feel lost. However, when you are working alongside that person in your everyday job, you add real value to each other and success follows. The same should be applied to recruitment: the appointment of a specialist recruitment agency to work with the employer should result in real benefits and ensure that the chances finding and developing the right employee is significantly increased.

*We work with merchants, distributors and manufacturers of building products and related trades. If you are looking for someone to offer you expert recruitment services in the building product industry we can help you, as we know how important it is to find the right candidate.*

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### Further guidance

Pinnacle Consulting is a leading sales and marketing recruitment agency operating exclusively in the building products sector.

If you are an employer looking to recruit, please call us to discuss your requirements on **01480 405225** or us at email [recruit@pinnacleconsulting.co.uk](mailto:recruit@pinnacleconsulting.co.uk).

If you would like to discuss a sales or marketing career in the Building Products Industry, you may wish to attend one of our PinBuild Career Development Clinics or arrange a Skype consultation.



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