



# The Key to Winning the Best Talent

blueskies

CLIENT SERVICES • CREATIVE • DIGITAL • FREELANCE • MARKETING • PR

The job market is strong at the moment which means for you, the client, there is much more competition, with the best talent being in high demand. To the extent that we are regularly seeing counter offers for top candidates from companies trying to recruit the very best candidates for their business.

We have put together some top tips for you, to ensure that you are attracting the best talent in today's candidate driven market.

### ARE YOU OFFERING AN EXCELLENT PACKAGE?

We are not just talking about basic salary, although if this is good that obviously helps. What are the true benefits to working for your company? Employee satisfaction often comes from being valued and this is often shown through things like; whether a company offers development opportunities, encouraging a work / life balance, recognising and rewarding achievement.

### WHAT MAKES YOUR COMPANY STAND APART FROM THE OTHERS?

Your values as a company can often be the main reason you will have a long and fruitful relationship with your employees. If your values are in line with your potential employee then that is half the battle in winning the best candidates, who will be much more likely to accept an offer from a company that they feel a synergy with from the beginning. You need to sell your company, what makes it so great to work for?

### WHAT ARE THE PERKS?

A lot of companies these days are offering little sweeteners to brighten their employee's working week, a monthly contribution to a gym membership, a free breakfast once a week or dress down Fridays, something as small as one of these these could sway a decision to your company over another offering a similar role and package.

### BE PREPARED TO MAKE A DECISION QUICKLY

It is understandable that there are processes in place for recruitment, however to succeed in recruiting the strongest candidates then it is essential that you move quickly. If you are interviewing a candidate that you think is something special, chances are there are other companies interviewing them too. Go with your instinct if you see someone with a shining light and get your offer in quickly to make sure you don't miss out!

So, in conclusion, it really is essential to understand what is going to motivate and inspire the candidates you want to be recruiting. All interviews are a two-way thing and it is the perfect opportunity for you to be promoting your company and values to ensure that you recruit the best candidate out there.

A fundamental part to all of the above is choosing the right recruitment partner, one that understands your needs as a business but also your values to ensure that they can find the closest match possible to your brief. By doing this you can have complete confidence in following their advice on what the recruitment market can offer you at the particular time you are recruiting.

blueskies

The Ministry  
2 Birmingham Road  
Stratford-Upon-Avon  
Warwickshire  
CV37 0BH  
01789 293 893

[blueskiescareers.co.uk](http://blueskiescareers.co.uk)