

The Amazing Prospects

7-Step Candidate Maximiser

A Guide for hiring Technology staff



Technology companies struggle to find the top 15% of staff.
The companies which experience most difficulty are:



VC-backed technology
companies in Stealth mode



Startups &
Scaleups



High-growth
technology firms



Expanding SME
technology companies

All have challenges in securing the top software candidates in the crowded
Technology marketplace.

Amazing Prospects is a specialist Technology Recruitment agency.

We find the top 15% of candidates in Software, Web, IoT, Bioinformatics, Electronics, Cloud,
Embedded, Cyber Security, Scientific Engineering and Machine Learning sectors.

Top 3 problems for Technology companies needing to hire staff.



Top candidates have so much choice. You do not get the opportunity to show off your company. You are not seeing the top 15% of Technology talent.



Having to rush the process as you are in a race with other local Technology companies. You feel under pressure to make a snap decision rather than a considered and informed one.



You are spending time, energy and company resources on meeting below-average candidates. The vacancy is still live, and you are becoming frustrated.



HR, Technology Leaders or Hiring Managers, will be familiar with these common problems when recruiting Technology staff

Time to hire has dramatically increased and you will be falling behind with projects if you do not hire soon.



Technology candidates are changing their minds, cancelling interviews and arrive unprepared or NOT excited enough about YOUR technology business.



When you do make a job offer, candidates are getting counter-offered or even dropping out after accepting.



Impossible to plan and predict outcomes, it is left to chance whether you hire or not.



Frustration of competing with other Technology companies for the same limited talent pool of active candidates is slowing your growth and development plans.



Out of desperation, you are making poor decisions on advertising and using recruitment agencies. Your costs and overall time allocated to recruiting is going up and up, and you still can NOT hire the right person for the role.



Additional pressure on the team to deliver results, and it is becoming increasingly difficult to see things improving.

HR, Technology Leaders and Hiring Manager what happens when you are not filling jobs?

Effects on the Technology Team



Targets are being missed and reduced morale. The team is cracking under the additional workload due to lack of staff. Individual team members are picking up the slack and having to work extended hours, which is causing friction and even resentment.



Increased stress and reduced productivity; you may need to look at hiring a Contractor to cover. This will be very expensive.



As a Technology leader, HR or Hiring Manager you are doing everything you can; yet progress is painfully slow.



The additional pressure on the current team members may be pushing them to consider leaving you. Making your recruiting woes even worse!



To find Technology Staff there are 2 options:



“Do It Yourself”

Advertising and sourcing candidates yourselves

OR



Recruiters

Preferred Supplier List of Recruitment Agencies sourcing for you



“Do It Yourself”

HR, Hiring Managers, Tech leaders have been given the short straw



They do not have the resources to deliver a 365/24-7



Digital Inbound system that covers 95% of Technology Talent



If you are HR, Hiring Manager, Tech Leader it is NOT your fault



We understand your predicament and will help you every step of the way





The “DIY” Approach. The Top 2 problems HR, Hiring Manager or Tech Leaders will have experienced when looking for staff by themselves.

Problem	Impact	Result
You are going to have to take someone away from their normal work to do the recruitment.	Distracting, taking a key person away from their everyday job, not enough time. Fielding phone calls.	Uses time, money and internal resources. Additional headaches and problems to resolve. Lower productivity.
Place an internet advert on the job boards or LinkedIn advertising but the response is low and poor quality.	Screening applications and you must respond to every candidate. Your phone starts ringing off the hook with recruiters pitching you their “ideal” candidates.	Old school recruiting does not work anymore. Job boards do not find people. PEOPLE find PEOPLE. Expensive unless you are prepared to persist over a period of time. Only 5% of people that visit job boards apply and it is generally NOT the top 15% of Technology candidates.



The Top 3 problems you may have with a Preferred Supplier List “PSL”, using multiple Recruitment Agencies.

What Recruitment Agencies will do	Impact	Result
<p>Contact all approach. Untargeted email marketing of their database.</p> <p>Spray and pray tactics on LinkedIn with connection invites and inMails.</p>	<p>A recruitment agency may only have 50% of the candidate pool available which is cold and disengaged anyway.</p> <p>Technology candidates local and remote are being bombarded with cold approach many simply ‘switch off’ as a result.</p>	<p>Low results.</p> <p>Old school techniques no longer work in this new era.</p> <p>Untargeted, cold approaches by recruiters that annoy candidates.</p> <p>No way they will be nurturing the top 15% of candidates using this approach.</p>
<p>Access the job boards CV portals, and fight it out with 50+ other recruiters for every candidate.</p>	<p>The top 15% of candidates will NOT make their CV visible on a job board for all and sundry.</p> <p>The best candidates do NOT need to post their CV online, as the best jobs come to them.</p>	<p>You receive below average candidates from Agencies.</p> <p>Unsuitable, not technically strong enough.</p>

Awkward cold calls to disengaged candidates which disturbs, embarrasses and annoys potential prospects.

Cold calling (in all areas of recruitment) is an outdated inefficient way of communicating YOUR Company to candidates.

A rookie recruiter can reduce your success rate to less than 5%.

Cold calling success rates are completely dictated by the skill set of the person making the calls.

The annoying cold caller then attempts to pitch your Technology company.

Poor reflection on your company.

The candidate will remember you for all the wrong reasons.



Are you using a PSL of Recruitment Agencies? Be aware this is happening

Multiple agency approaches – Poor results and devalues your business.

All attempting to be the first to reach that candidate. Quality suffers and it is an awful candidate experience which can destroy your brand.

No guarantees of successfully filling a Technology role.
Poor results and devalues your business.



Brand Reputation – It ruins your brand so quickly and you do not even know about it!



The recruiter may end up damaging your brand if they do NOT understand the requirement or lack the skills to effectively pitch your opportunity.

Having a recruiter calling everyone on a list with NO plan, NO understanding of the area NOR the Technology Recruitment landscape.

It ruins your brand so quickly and you do not even know about it!

Send you unqualified CV's – Wastes your time and resources.

Getting CV's that are not in line with the job specification. Taking your already overworked staff away from their roles for hours to meet below average Technology staff is a complete waste of time and energy.

Frustrating for the HR or the Technology Hiring Manager.
Wastes your time and resources.



The BIG effects on your Software business when you do NOT hire



Your competition is gaining an edge as you may struggle to deliver your product roadmap on time.



You may be considering outsourcing to contractors but this could see a drop in quality or an increase in costs and difficult short term problems.



Challenging for the team to plan for future iterations of the product and new product development?



Your management team are trying desperately to hang on to key staff as they know finding a replacement will be a massive challenge. If you lose a key member of the team, how to replace and skill transfer.



You can not plan. It is daily fire-fighting and no longer such a fun place to work.



“If you think it’s expensive to hire a professional to do the job, then wait till you hire an amateur”

Red Adair





The Solution

“The Amazing Prospects 7-Step Candidate Maximiser”



Technology companies want a system that delivers the top software staff.



A system that has 95% of the technology market mapped.



The most sought after technology staff in the industry.



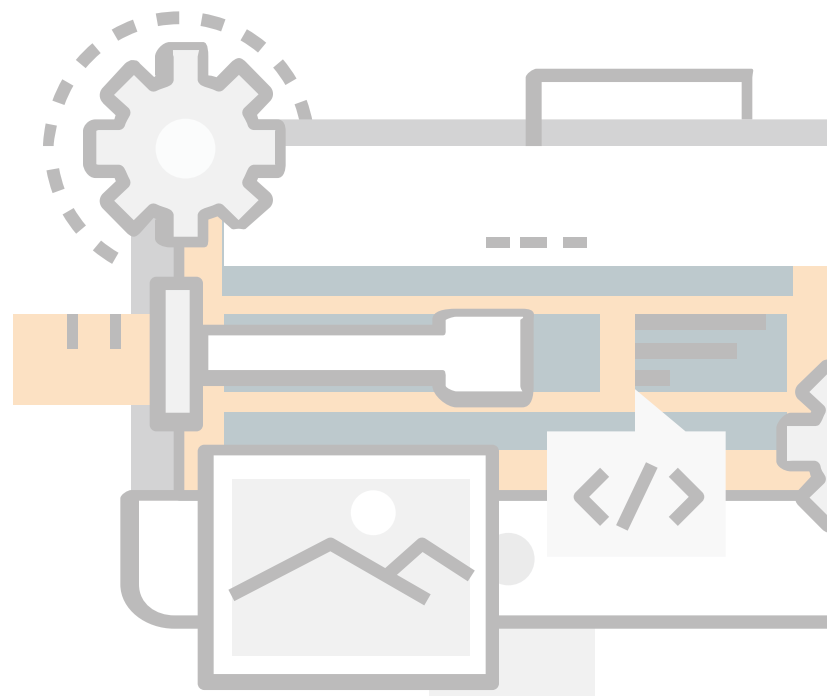
We have invested heavily in world leading strategies, 365/24-7 digital technology.



Including digital strategies to position your software company as the employer of choice.



We are the only Technology Recruitment agency with a system this efficient.



It solves these 5 problems for Technology companies



Reduces your time spent interviewing unsuitable candidates who do not match your requirements.



Delivers you specialists in Software, Web, IoT, Bioinformatics, Electronics, Cloud, Embedded, Cyber Security, Scientific Engineering and Machine Learning sectors quickly!



You meet Software Tech Professionals that are enthused about your projects and want to contribute to achieving your goals.



You fill your vacancy and reduce the workload on the rest of the Software team. They can now effectively start executing your growth plans.



You feel secure knowing a local Technology Recruitment expert is working to find the best talent for your specific & individual needs.



“The Amazing Prospects 7-Step Candidate Maximiser”

THE BENEFITS TO YOUR TECHNOLOGY COMPANY



TIME –
Faster Hires



QUALITY –
You get to see
the top 15%



GUARANTEES –
Builds a high
performing
Technology
team



WHAT DOES THIS SYSTEM DO, HOW DOES IT WORK?



The system that has over 95% of the total market mapped.



A process that communicates with Technology candidates 24/7, nurturing a relationship, and adding value until they are ready to consider their next move.



Automates multiple touch points to potential candidates and achieves a response rate of +60%.



A 7-step process that ENGAGES, ASSESSES and ACQUIRES the top 15% of staff locally (and remote). Resulting in YOUR Technology company being number 1 choice for Technology candidates.



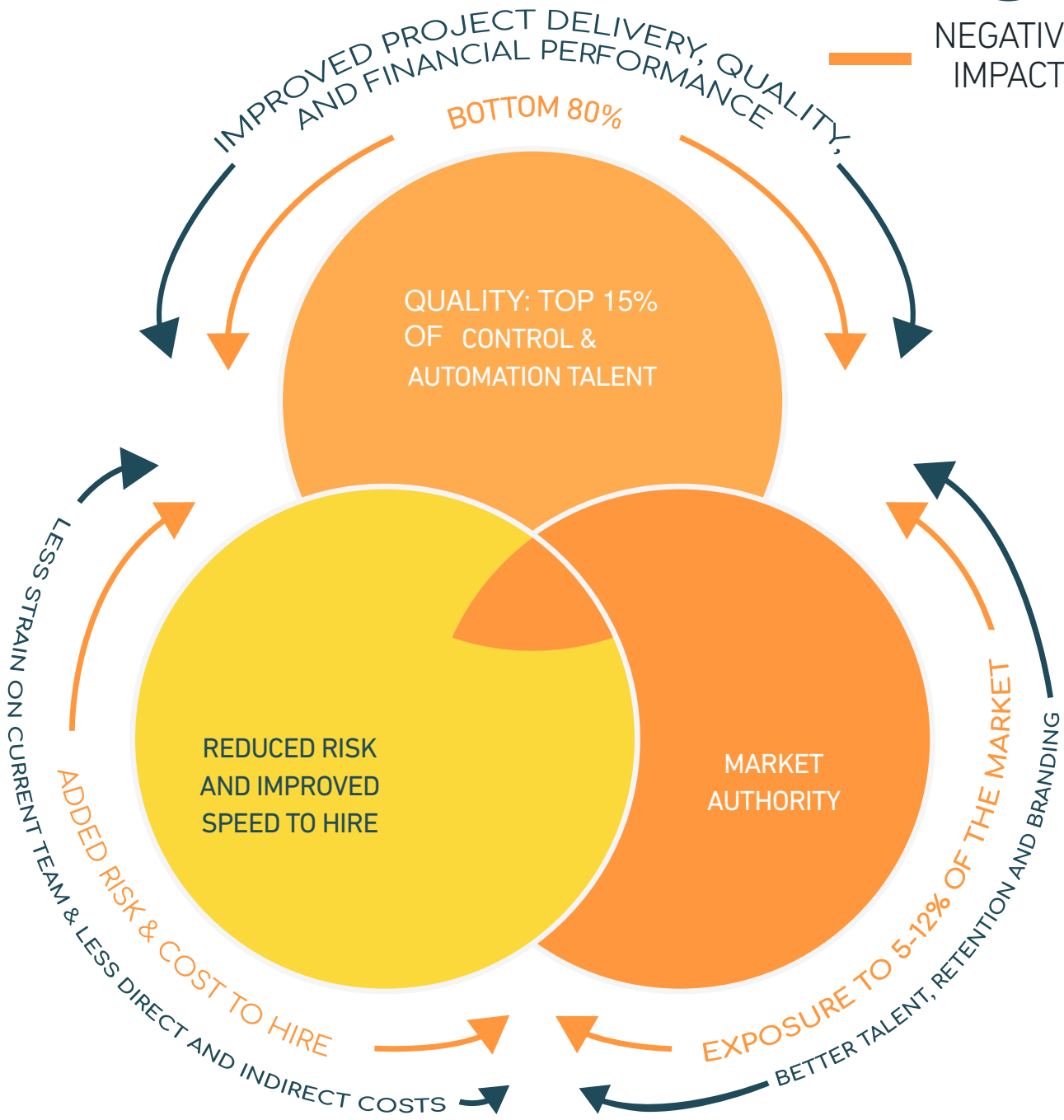
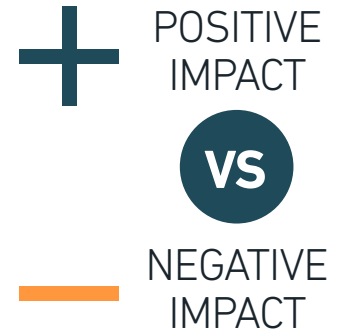
Significantly reduces time spent reviewing and interviewing as top talent is delivered faster.



A system that gets relevant and committed candidates in your pipeline ready for interviewing.



THE POSITIVE IMPACT FOR YOUR COMPANY



“The Amazing Prospect 7-Step Candidate Maximiser”

Our 7-Step Candidate Maximiser system will recruit the best candidates from the top 15% of candidates locally (and remote) for you. Here are the 7-Steps:



INITIAL STRATEGY CALL – An initial 15-minute phone call to explore your recruiting needs and see whether we are a fit for each other.



THE GAME PLAN – A 30-60 minute meeting with the hiring manager to agree the job requirements. Your company culture and all the desired outcomes for the appointment. Our goal is to define the Key Performance Indicators to identify and attract the highest quality talent to meet your unique needs. “Why would a top person want this job?”. We are then able to increase your brand and opportunity awareness to attract the best talent.



SEARCHING – We match your client requirement to our mapped out market in your area to identify top 15% of candidates. We then communicate with the target candidates using our 365/24-7 digital strategies. By providing valuable content, continuous and consistent communication, and only presenting opportunities on target. Amazing Prospects has demonstrated authority in the local Technology marketplace, earning the trust of top talent, resulting in a high response rate when contacted about an opportunity like yours.



ASSESSMENT – In-depth performance-based screening aligned to the performance profile we identified in THE GAME PLAN. Our filtering process will have reduced the candidates down further making sure only the most committed Technology candidates are shortlisted for you.



SHORTLIST DELIVERY – We present a minimum of 3 candidates along with our candidate report on each candidate, including our Quality of Hire Talent (QoH) scorecard, suggesting further questions and areas to focus on during your own interview process, and advice on how to come to the best conclusion. We arrange the interviews, and ensure candidates are prepared, and enthused to meet with you.



THE NEGOTIATIONS – Once you have selected your top candidate from the top 15% of Technology prospects (locally or remote) we will carefully manage the offer process and mitigate the risk of the counteroffer. We also ensure “regretted”, candidates are let down gently and come away having had a positive engagement with your brand.



THE FIRST SIX MONTHS – Regular Communication post placement ensuring your new hire feels supported and valued during the early days, weeks and months, and to identify any red flags before they become problems. We want your Technology people to be with you for the long-haul and offer a guarantee period if things do not work out. We remain hands-on to ensure the candidate and yourselves are happy and building a high performing team.



“The Amazing Prospects 7-Step Candidate Maximiser”

We understand hiring the right team member is vital to your continued success. Growing the software team to achieve product deadlines and remain at the forefront of your sector.

The “The Amazing Prospect 7-Step Candidate Maximiser” is built to give you:



Competitive edge



Increase visibility in the market to attract the top 15% digital and tech leadership talent



Faster hires



Mitigate the risk of a bad hire

A more productive and motivated department which increases staff retention and saves you recruitment time and costs.





NEXT STEP

Schedule a 15-minute “Initial Strategy Call”, and discover how “The Amazing Prospect 7-Step Candidate Maximiser”, Recruitment System will:



Dramatically increase the quality of CV's you receive.



Substantially De-Risk the Recruitment process.



Shorten your time-to-fill.



Improve retention, saving you time, resources and money.



Add value to your business giving you more return on your investment.



Get Software Engineering projects moving again.



Build you a high performing Technology team.



Expand and generate more revenue for your business.

Contact Amazing Prospects for a no obligation “Initial Strategy Call”.

☎ 01223 491200

✉ Hello@AmazingProspects.co.uk

📍 St Johns Innovation Centre,
Cowley Road, Cambridge,
CB4 0WS



amazingprospects
technology recruitment



Registered in England & Wales
under company number
10652545