

**NEW  
 OPPORTUNITIES:**

## Why Work With Me? Steve Green

I am posed the question a lot as to why would anyone work with a recruiter. What sort of value could I possibly add to their operation? Isn't using a recruiting firm expensive? My question is how much is it costing you to leave key positions open? What is the position's supervisor not doing because they have been assigned extra duties? What are the costs associated with that? In a previous life I worked as an executive in the human services field and that is when my recruiting career very possibly began. Many of the locations that my career took me to presented numerous and special geographical challenges. These operation also re-



quired professional level people that were not always keen on the idea of the ruralness of the location we asked them to work. The company always did advertising and sometimes the advertising blitzes were massive. Massive in our advertising efforts but more importantly massive in our expenses. The end result

was in many cases, was myself, a supervisor and human resource personnel, getting on the phone and making cold calls. Calling people that we knew were currently employed in similar positions but also with the qualifications that we were looking for. After spending tons of money on advertising and pouring through excessive numbers of resumes from individuals that were not qualified the search could become exhaustive and frustrating in short order. After a huge number of calls we normally would find 3 to 5 people that were willing to send a resume to look at.

- **Maintenance Technician**  
 Aberdeen, SD  
 Steve Green (605) 369-2105
- **Sales Manager (Grain Based Products)**  
 Kansas City, MO  
 Steve Green (605) 369-2105
- **IT Manager**  
 Sioux Falls, SD  
 Craig Libis (605) 428-6150
- **Ag Banker**  
 Aberdeen, SD  
 Travis Peters (605) 428-6152
- **Plant Manager**  
 Northeast Nebraska  
 Steve Green (605) 369-2105
- **GM- Director of Regional Sales**  
 Dodge City/Garden City KS  
 Rob Tiff (605) 428-6148
- **Design Engineer**  
 Northeast, SD  
 Steve Green (605) 369-2105
- **Drafter**  
 South East, SD  
 Steve Green (605) 369-2105
- **Ag Banker**  
 Watertown, SD  
 Travis Peters (605) 428-6152
- **Production Manager**  
 Ontario, CA  
 Craig Libis (605) 428-6150



**May good luck go  
 with you  
 wherever you go!**  
**Happy  
 St. Patrick's Day!**  
*From ERC Ag*

## 4 Tips For Tough Interview Questions

1. Know the subtext and underlying meaning or hidden agenda of the tough question. Think about what the Hiring Manager is really trying to find out.
2. If you don't know the answer to a question, deflect a question by saying you would like to mull it over and come back to it, or by

being honest that you don't know the answer and, as a careful worker, would prefer not to guess.

3. Whenever asked about your previous bosses or co-workers always compliment them.
4. When asked about a mistake



or problem; reflect for a few seconds then briefly mention a single small well-intentioned goof and follow up with an important lesson learned from the experience.

Find more info and full article at: <http://www.forbes.com/sites/jennagoudreau/2012/02/23/watch-out-ten-interview-questions-designed-to-trick-you/>

## Why Work With Me? cont.

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"Then the real work began. How to overcome the challenges that the location presented. In each and every effort we put together information that would be appealing to people about the area, the closeness of amenities that a candidate was accustomed to, information about the successes of the local schools and activities available for their children, employment opportunities for their spouse or significant other, housing options and other information that might be pertinent to their thoughts to relocate. There were many times that there was someone in our backyard that wasn't actively looking

for a different job but the presentation that we put together caused them to take a look at what we had available. I have done the math as a hiring manager and know the costs associated with advertising that sometimes does not produce results. I also know the heartburn of going through stacks of resumes only to find out that the closest thing we could find to a qualified candidate for a certified mental health professional position was someone that attended a showing of Dr. Phil during his first season on the air. I may be blowing that out of proportion, but everyone who has been in the position of hiring have their own stories about what candidates have for

experience or background that they try to use to persuade a hiring manager that they are eligible.

As an Account Executive I have been told numerous times that a client or potential client wants to see what their own efforts can produce. In many instances that situation produces piles of resumes from unqualified candidates. We all know what the cost of advertising is, but what about the costs associated with the time a hiring manager or human resource person spends going through all these resumes.

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## Why Work With Me? *cont. from previous page*

In many cases the advertising costs alone exceed the cost of the fees associated with our company's services. The work that I do can save time, money and frustration for individuals within your organization.

My preferred process is very efficient for my clients and it looks like this. When I get a job order my research not only includes the requirements of the position, but also the nuances associated with working for my client. I find out why people would work for them and I also find out why not. That allows me to sell the company and address any concerns a potential candidate may have. My next step in the research process is to find out what is great about the community and region where my client is located. I want to be able to tell potential candidates about the benefits of living in the communities where my clients operate. I then identify the competition and other manufacturers that may have employees with comparable skill sets and background. The phone calls then begin. Utilizing my resources I am able to identify the A-players

*"... I am able to identify the A-Players that work at any one location."*

that work at any one location. This provides my clients with a hidden marketplace of some of the best talent available to them. I also ensure that I know what is good and bad about companies that I recruit from. That allows me to overcome objections from the very best candidates out there. Once I have identified several qualified candidates I then present them to my client. Many times I have 15 or more people interested in the single job that I presented to them. I only present the best and most qualified candidates to my client. I know that my hiring managers and human resource partners do not have the time to look through a pile of candidates just in case I think someone might be a fit. My next step begins while my clients are reviewing candidates that I have presented. I start vetting the candidates and doing some basic background checking. This allows me to ensure that I truly have the right candidates in front of my client. If I discover something about a candidate that I don't think will be a workable concern I immediately alert my client to that concern. I have taken jobs away

from candidates because there was something that came up during the interview process and made me uncomfortable. I would rather stop the process than send a candidate to a client that may not work out. Once the interviews are completed I gather the reference checks and will do those if my candidate would like me to.

When a decision is made to make an offer to a candidate, I am going to make sure that I have a very good idea about what it's going to take to secure them for my client. I try to have solid information on the front end in order to provide that information to my client, so they can make a productive offer from the beginning.

When you think about the time, money, effort and energy that is expended on these processes why would you do them yourself if there were another, more efficient and cost effective process available? It seems to me there is a common trend with HR and hiring manager ... they are busy. Do these departments want to be bogged down with work that someone else would be happy to do for them. I think the ultimate question is "Why would you NOT work with me?"



**Dell Rapids, SD  
Office**

108 W. 4th St. Suite 201  
Dell Rapids, SD 57022  
Main: (605) 428-6150  
Fax: (605) 428-6151

**Springfield, SD  
Office**

P.O. Box 154  
Springfield, SD 57062  
Fax: (605) 369-2114

[www.ercjobs.com](http://www.ercjobs.com)

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# Contact Us



**Craig Libis**  
*CEO*

(605) 428-6150

[Craig@ercjobs.com](mailto:Craig@ercjobs.com)

Let's Connect:

**Industry Specialty:**  
Finance, HR,  
Manufacturing



**Travis Peters**  
*Partner*

(605) 428-6152

[Travis@ercjobs.com](mailto:Travis@ercjobs.com)

Let's Connect:

**Industry Specialty:**  
Banking/Finance



**Steve Green**  
*Account Executive*

(605) 369-2105

[Steve@ercjobs.com](mailto:Steve@ercjobs.com)

Let's Connect:

**Industry Specialty:**  
Manufacturing/  
Engineering/Midwest



**Rob Tiff**  
*Account Executive*

(605) 428-6148

[Rob@ercjobs.com](mailto:Rob@ercjobs.com)

Let's Connect:

**Industry Specialty:**  
Manufacturing &  
Agriculture Equipment