



CASE STUDY: RECRUITMENT & PLACEMENT SOLUTIONS

SEEKING OUT PASSIVE CANDIDATES TO FIND QUALITY HIRES

CLIENT

This client started out as a mom and pop operation in the 1940s using a family recipe to make and sell sausage to the local community. Over the years, this small family owned and operated business evolved into the leading sausage brand in over 40 countries.

CHALLENGE

Even as the largest sausage provider, this client still struggled to find quality talent to fill their highly-skilled positions. Their hiring strategy consisted mostly of advertising positions on career boards and billboards which resulted in very few qualified candidates. In addition, the shifts they were recruiting for were second and third shift positions which many candidates viewed as unfavorable.

STRATEGY

We already knew that this company's name and longevity would be a strong selling point. After working closely with the account manager and HR department, we were able to determine other incentives such as competitive pay rates and company culture. We then began to seek out passive candidates, targeting those who had qualifying skills but may have been unhappy with their current position or pay. We also made connections with technical schools in the area to help find candidates who were available for second and third shift work.

RESULTS



1 MONTH

Less than 1 month until a qualified candidate received an offer

TESTIMONIAL

“He always makes sure the job is done right. We are very pleased with his progress!”