

Target Qualified Candidates to Better Your Business

Whether you are looking to fill an entry-level position or searching for an experienced leader, career websites like Monster.com and CareerBuilder.com are a tempting first choice. Unfortunately, mass commercial job boards such as these have a tendency to attract under-qualified job seekers. Valuable time is wasted having to weed through stacks of resumes and applications only to produce a few, if any, promising leads. In addition, the best candidates are becoming more and more disillusioned with these commercial career websites because the quality of job opportunities is disappointing and the idea of being harassed by countless undesirable employers as a result of submitting their resume is a definite deterrent.

So where can you turn to ensure a successful online recruiting experience? One promising alternative is to research niche job boards devoted to your field. Professional association career services like the ASSOCIATION NAME Career Center are perfect examples of such career websites as they only feature opportunities specific to the association's dedicated industry. Here you can target a pool of candidates educated and experienced in your field.

One major advantage that niche job boards present to employers is the amount of time you save not having to sift through countless resumes and applications from under-qualified candidates. If you are looking to fill a position in a certain industry, why waste time and money advertising your position on a job board that caters to a broad range of industries? Why not cut your recruitment time in half by posting your position on websites that only feature opportunities in the field for which you are hiring? Specialized career sites can save you valuable time because they provide a more targeted approach to recruitment.

Another important benefit of utilizing niche job boards is the amount of money you can save. Posting positions on commercial career websites like Monster.com can require a monster of a recruitment budget. Gaining access to millions of job seekers seems ideal but is not necessarily worth the price of admission. When it comes to hiring, quality is much more important than quantity and job seekers that are registered on niche job boards tend to be more qualified and committed to their chosen career path.

General career sites can definitely be useful recruiting tools, especially when you have the time and money needed to guarantee a significant return on investment. However, if you have limited resources to dedicate to your recruitment efforts, advertising through niche job boards like the ACRONYM Career Center is a much more efficient and effective option. Industry specific job boards help you cut through the stacks of lackluster applications and target the best and brightest candidates in your field.

Visit the ACRONYM Career Center today at CAREER CENTER URL! ■

YOU'RE HERE TO SERVE YOUR CUSTOMERS

by Kevin Stirtz

Kevin Stirtz's Amazing Customer Service Rule 1: "Remember why you're here."

We all get busy in our jobs. It seems there are always more things to do than any one person could possibly get done. From meetings to special projects to covering for co-workers. The list never ends.

It's a wonder we get anything done at all!

This is why we need to remember our priorities. No matter how many things we have on our task list (or piled on our desk) there is always one priority that's more important than all others.

Our customers.

No matter what our job is, we need to be doing something that helps our customers get what they want. No matter what our role in the company is, our work needs to play a part in helping our customers accomplish their goals.

Jan Carlzon, former president of Scandinavian Airlines said this:

"If you're not serving the customer, your job is to be serving someone who is."

When we forget this, we risk deploying fewer resources to serve our customers needs. Fewer resources means we're less likely to do the best job we can for our customers. And it means we're leaving the door open for competitors who are willing to do what it takes to serve our customers better than we are.

There is no room for waste in any company. Any role or activity that does not lead to a happy customer needs to be looked at closely. Is it critical to the company or not? If not, find a way to redeploy those resources.

Running a business means helping our customers get what they came to us for. That's why we're here.

Kevin Stirtz is the Amazing Service Guy. He is a customer service speaker and trainer who helps companies increase revenue and profits by delivering Amazing Service. Kevin has spoken to thousands of people across the USA and in Europe about how to improve customer service. Get a free copy of Kevin's Amazing Service Toolkit at www.amazingserviceguide.com. ■

**There will be no
Breakfast Meeting
in September...
See you in October!**