



THE RECRUITING SPECIALIST
basis for growth

WHITEPAPER

Finding qualified personnel by utilizing the C4 method!



A proven method for finding qualified personnel in the fruit & vegetables and horticulture sector!

You may have become discouraged because you are unable to find personnel. The candidates applying are not the candidates you are looking for. You call in an employment agency, but they only send candidates who do not fit the profile at all.

This document gives you insight into why this is the case, and more importantly, what does work!

Searching for qualified personnel

You may have experienced it; one of your best staff members in a crucial position quits his job because he has found a new challenge, or you have hired a new colleague who still does not understand anything after 6 months, or someone has to join because the department has grown immensely.

These are all events that make you have to look for qualified personnel again. You enthusiastically get to work. However, one of the following situations will almost always occur:

Running out of time

You have posted a vacancy a while ago, but no one seems to be applying for the job. It becomes more annoying every day as the shortage of manpower puts more pressure on your employees. More tasks distributed among fewer staff creates chaos in the workplace.

No control over growth

The company is doing well and you are looking at even more growth. Except your ambitions to grow are continuously being impeded, there are no new employees with the right qualities to contribute to growth.

Come and go

You have hired a new employee multiple times already, but after a few months it turns out they are not suitable or are not a good fit for the company. They come and go. In the meantime, it is starting to make you a little discouraged. You have spent way too much time and energy on trying to solve this problem.

Why is it not working?

There are quite a few hurdles to overcome to reach the right people and for them to choose your company as well!

Panic

It is often the case that when someone in a crucial position leaves, panic breaks out in the company. Generally, this person announces to quit towards the end of the month and only has to stay for another 4 weeks. An advertisement is quickly created without establishing a proper profile of the position, as a replacement has to be found promptly. A few responses may be received. However, the person you're looking for is not there.

Agencies

As we have not yet found the right candidate, we will start contacting the agency we have been doing business with for years. They have been providing personnel for the quality and logistics department, they should be able to find salespeople as well. You receive several resumes that you have to read, but these only lead to irritation, as the agency does not seem to understand what you are looking for.

Consequences

Due to the panic, we have forgotten to analyze the job profile, leading to several worthless resumes being received that you cannot use.

If you work with generic agencies, you will often also receive generic resumes. The people at the agency do not have a proper understanding of the position and rely only on job requirements. They forget to look at what is really important, namely knowledge of the products, the market and not to forget the network that a new colleague may bring along.

A short introduction



I am Frans Neijenhuis, a recruiter with a lot of experience in the fruit & vegetables and horticulture industry.

During my career in this industry, I have dealt with personnel and the agencies that provide personnel plenty of times. The biggest problem I ran into is that most people who were in charge of providing new personnel for me, had no real knowledge of the industry we operated in, with the result that I was offered people who did not fit the profile at all.

After having worked for an employer for more than 25 years, I decided to start my own recruitment agency specialized in the fruit & vegetables and horticulture industry, my own field. It is my belief that as a recruiter you should work in the industry you have had years of experience in as well. Only then you are able to understand the problem, have a strong network and are able to solve the problem. If you would ask me whether I could find a chartered accountant or IT specialist, then I would have to disappoint you, because that is not my specialty.

Specialism is the key to success!

The C4 Method

The C4 Method helps you to take the right steps in the search for suitable personnel. This will be discussed in more detail below.

1. **Compose** > Create an analysis of the profile.
2. **Content** > Write an appealing vacancy.
3. **Check** > Perform the search.
4. **Choose** > Invite and interview suitable candidates.



For whom is this method suitable?

Note: this method is **not** suitable for:

- Companies that want to arrange this quickly
- Companies that do not want to invest time in establishing a good profile
- Companies that do not want to invest in qualified staff

It only works if you:

- Are willing to invest time in establishing a good profile along with your team or manager
- Want to invest time to properly train a new staff member
- Are genuinely interested in the person and his abilities

C4 method



1. **Compose phase**

During the first phase, establishing a profile, you and your manager or team will analyze the job profile (demographic as well as psychographic). You will also take a look at your own company and at the mentality within the company in order to create a very clear picture of the person you are looking for and where you would be able to find them.



2. **Content phase**

During this phase you will write an appealing vacancy that is distinctive and intriguing for the candidates. This way you attract the right candidates.



3. **Check phase**

During this phase, a search is performed to find a selection of candidates, both from internal and external sources. Make sure to check your database and do not forget to approach candidates who have applied to your company in the past while latently searching for a new opportunity. They are often not necessarily looking for a new job, but would like to be approached as soon as a suitable vacancy comes up. This allows you to reach excellent candidates that have been working in the industry, but are not applying.



4. **Choose phase**

In this phase all recruited candidates go through a structured selection process. If present, the candidates can participate in a personality and group role test, so an objective picture is created of all the candidates' characteristics and the right candidates emerge.

Results

Over the years, several companies have used our method. The result is that:

- Companies received applications from qualified candidates in the industry.
- Experience in the industry means that new staff needs less time to settle in.
- Less turnover of new staff because they have experience in the industry and know what is expected of them.

Some references

"I got to know The Recruiting Specialist as a very professional organization that guided me in a pleasant and adequate manner. Our communication was "to the point" and at the same time very open and pleasant. They have made an excellent estimate that I fit the job just as well as the job suits me. I can recommend The Recruiting Specialist; their help was exceptional".

"The Recruiting Specialist are professionals who select, guide and work towards results in exactly the right way. My new job was a hit".

"The Recruiting Specialist know how to submit the right profile to the right employer and thus to establish a good match. They are at the heart of their industry and therefore the person for their industry".

Conclusion

By working with the C4 method you get a good idea of the person you are looking for. An additional advantage is that you get to know your own company a lot better, as you are also focusing on whether a certain candidate is a good fit for the company.

In addition, you will receive more qualitative applications for your vacancies. The time you need to read low quality applications is a lot less.

You don't have to spend as much time talking to potential candidates. The candidates you invite for an interview are of high quality, meaning you can immediately go into depth with them. Once you have hired someone, they will bring an abundance of experience and are only in need of a very short training time.

Take the next step

Get started with the C4 method to obtain the candidates you are looking for.

You can also schedule a meeting with me to see how this method can help you! I would then be able to explain how the method works step by step.

Click [here](#) to schedule a meeting.