

# Professional Recruiting Case Study

Featuring R&R Industries



# Professional Recruiting For R&R Industries

## Background Information

R&R; Industries, Inc. has been proudly serving the Daytona Beach area for over 68 years. They specialize in roofing, heating, air conditioning and ventilation systems for commercial, industrial and residential properties.

They have a highly skilled roofing and manufacturing team. A company like this demands top talent. R&R spent months using “modern methods” of job searching like Indeed and ZipRecruiter. Spending hours going through resumes and contacts. They found little success until they hired Social Advisors.



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## Our Process

R&R Industries found Social Advisors in an effort to streamline their professional hiring process.

You can not get results hoping the right candidate will find you. You have to find them first. That is how our services help our clients find the right candidates. Our approach is a proven process based around LinkedIn Prospecting,

We save our clients valuable time and bring the experience we have from past recruiting campaigns to each and every client. Our tiered LinkedIn campaigns effectively grow a qualified skill based list of people and reach out to them on the business' behalf. Delivering only the best and top quality candidates to save our clients time.



### Create the Profile

Identify the qualifications needed for successful placement and culture fit.

1

### Search for Candidates

Leverage social media to find and engage with people that fit the qualifications defined in step 1. Your business is kept completely anonymous.

2

### Vetting Process

Social Advisors meets with interested candidates to vet their experience and qualifications.

3

4

### Delivery

For qualified candidates, we deliver a resume, writing sample, DISC assessment and responses to pre approved interview questions. You decide if you want to interview the candidate in person.

5

### Decision

You decide which candidate you want to hire and make an offer.



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## Objectives

### The mission of working with our client is five-fold:



1. Interview the hiring executive to identify 10 questions to ask prospective employees.

2. Build a list of qualified targeted local prospective employees in the geographic area



3. Develop a network with skilled, qualified and cultural fit prospects.

4. Continually nurture prospects to be seen as high importance as compared to mass resume send based websites.

5. Create opportunities to grow and sustain your team.





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## Results

### Summary

Social Advisors delivered 4 highly qualified candidates.

This saved R&R Industries time and resources, Most mainstream job recruitment sites send 250 applicants that may or may not be qualified.

From beginning to end, the position was filled in the timespan of 2 weeks.

R&R Industries have since had Social Advisors recruit high level positions. Including Executive Assistant, Staff Accountant, and Production Director.



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## Alternatives

### PAST METHODS

- ✘ Newspaper
- ✘ Hiring Agency
- ✘ Past Resumes
- ✘ Job Fair Events

### MODERN METHODS

- ✘ Indeed
- ✘ Monster.com
- ✘ LinkedIn Jobs
- ✘ Zip Recruiter

### CONS OF MODERN METHODS

- ❗ For the employment website, the job seeker is the commodity that they are selling to you, the hiring professional.
- ❗ These websites continue to market job opportunities to their database "job seekers" even after they've been hired. The same people that helped you fill your open position are now trying to place your new employee in another position. They've essentially become your competition.
- ❗ Their headhunting activity leads to higher turnover rates.





**Social Advisors can *always* serve up LinkedIn  
Prospecting for your firm.  
Contact Us Today!**

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