

2020 Sales Recruitment Trend

Sales Recruiting Trend to Look for in 2020



Introduction

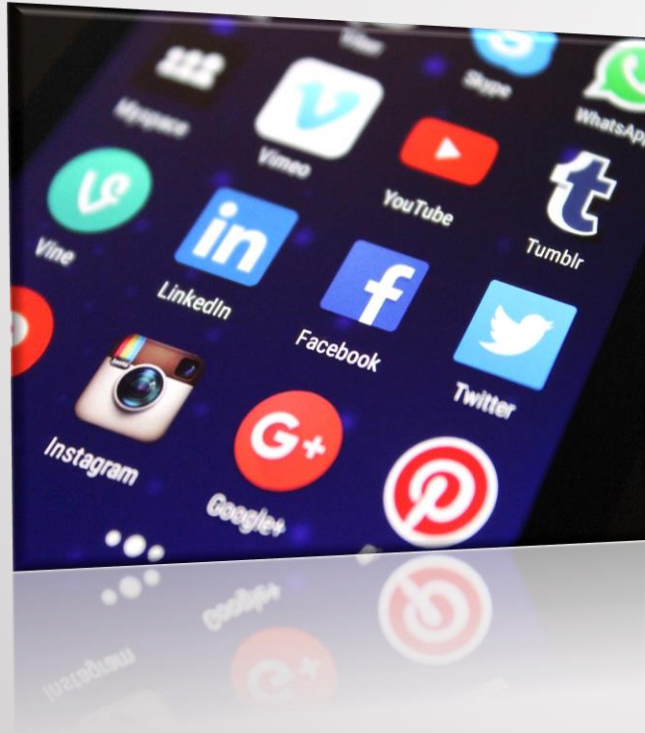
With 2020 less than three weeks away, everyone will be publishing their tips and recruitment trends heading into the New Year. Headcount goals will never go away and the revenue that is tied to that goal will loom over your 2020 number. The more prevalent trend in 2019 that will carry over and impact your 2020 hiring process is **candidate user experience**.



Candidate user experience is defined as “how a candidate feels about your company once they experience your hiring process.” A candidate will base their decision to accept or decline your job offer based on their experience going through your hiring process. This trend, good or bad, has increased due to low unemployment rates resulting in a candidate market. We do not see this trend slowing down even if unemployment rises. Candidates have gotten used to being catered to and there is no turning back.

A candidate user experience can be broken down into several moving parts. Consider these six 2020 trends when reviewing your hiring process this year.

Social Media



Candidates use social media as an additional tool when evaluating the companies they are interviewing with. To optimize the candidate experience, utilize social media to post jobs as well as to showcase your brand and company culture. Social media is a great tool and if you invest time and sometimes money in gaining followers your voice will reach further. Social media helps to set the foundation for a positive candidate user experience.

It shows a more personal side to your company and helps to promote a healthy culture. To optimize the candidate experience, it is important to understand what platform your audience spends their time on and what kind of content they expect to see. Each platform has its own benefits and strengths.

Social Media

- *LinkedIn:* As we all know, LinkedIn is a more professional social media platform than the others. Since this is the case, keep your posts around career opportunities and market trends. Most people come to LinkedIn for market knowledge and they follow companies they trust.
- *Facebook:* Facebook is for the late “millennials” and older, they use Facebook the way Gen Z uses Twitter. Facebook is excellent to promote work life balance, social events and your culture.
- *Twitter:* Twitter has evolved over the last few years. It’s important to understand that Twitter is not just for short, light hearted thoughts anymore. You can offer market knowledge here and establish yourself as a leader in your field. It is acceptable and sometimes expected to post multiple times a day dripping on your candidate audience while building credibility.

Branding

The recruitment trend of a positive candidate experience means keeping a consistent brand throughout your website, social channels, messaging and interview process. If a candidate feels your brand is disjointed, they will feel your company is also disjointed. Brand is your company's identity, make sure it is a consistent one.

Step one, the easiest and most obvious, your logo. Everything from the colors, font, any images with it and the tagline are all factors to consider. If you do it right, your candidates and future clients will be able to recognize your brand based on just your logo.

- You need to know who you are and not shy away from it. Your website should be the next place your brand is displayed.
- Branding on your website needs to be well thought out and consistent with your social channels. Make it clear to a sales candidate what they will find on your website.
- Lastly, place your core values and/or mission statement on your website and even on social channels. Candidates will be looking on your website for the values your company finds important and it will build loyalty around your brand. This is what sets your brand apart...which is where core values and your brand come together.



Video Interviewing

Video interviewing promotes a positive candidate experience by giving candidates the option to complete during off hours. They don't have to take off time from their current work schedule. As a result, some Human Resource departments are streamlining their process by changing the first step with every candidate to have them do one-way video interviewing.

There are many different options for video interviewing. It is important to offer your candidates the option what works best for them. *Here are just a few of the popular video interviewing tools:*

- [Skype for Business](#): Most people have heard of Skype but maybe have not thought about them seriously for help in streamlining their hiring process.
- [Spark Hire](#): Simple video interviewing software. They offer packages for one way interviewing, live interviewing and additional features.
- [HireVue](#): Online Video Interviewing Tool and Assessments.



Speed

The best way to promote candidate user experience is to offer a speedy process. The interview process gets bogged down without process. The top candidates are interviewing at multiple places and if your process is slower than other companies, you will lose top talent every time. Take the time to look at your process and look to combine or eliminate steps.



You should be evaluating your interview process every year. It is important to get buy in from all decision makers or influencers in the interview process so no one is slowing down your process. The evaluation process will allow you to eliminate any steps that are no longer necessary or combine some steps.

Be clear about the benefits you offer. Sales candidates want to know that if they become an employee that they will “feel the love”. Advertise that you hold company functions or outings, holiday parties, beer fridge, etc. This should be in your offer letter and on your website. It should be incorporated during the interview process, use them to your benefit!

Assessments



Many times assessments can be a turn off in the candidate experience if they are given too early in your process. Since candidates are driving the interview process, if you require an assessment before they have any interaction with your organization, you may turn off candidates and miss out on top-talent. Positioning the assessment after their initial call, or before an on-site and letting them know how you utilize that information will help gain their buy in and commitment to continue in the process.

The first thing you need to figure out is what the goal of the [assessment](#) is. Are you looking to weed candidates out that do not hold a certain sales skill, intelligence aptitude or that don't fall in line with your core values? There are assessment for all of these but below are just a few:

- [Caliper Profile](#): An objective assessment that accurately measures an individual's personality characteristics and individual motivations in order to predict on-the-job behaviors and potential.
- [DISC](#): A behavior assessment *tool based on the DISC theory of psychologist William Moulton Marston, which centers on four different personality traits*
- [Salesgenomix.com](#): Assessments for sales hiring
- [HireVue](#): Online Video Interviewing Tool and Assessments

Summary

2019 has been an exciting year and **candidate user experience** is going to be a trend for all companies to focus on in 2020. Recruitment trends often change but in 2020 we expect more candidates to turn down offers based on their candidate experience. As candidates engage in the interview process they are not only evaluating your company and product, but also how you prioritize their interview experience and time. The company that provides the easiest/clearest process will be the company that lands the candidate AND their referrals. Utilize these tips in 2020 to win the war for top talent.

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