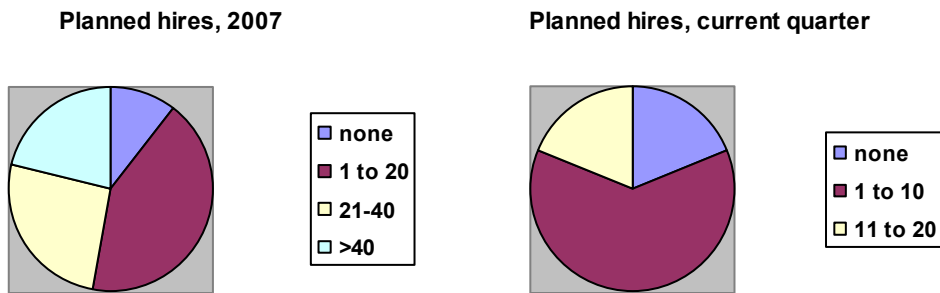


# RECRUITING TOP TALENT

In May 2007, Peak Sales Recruiting conducted a survey of Human Resources professionals working for technology companies with Ottawa operations, in order to look at recruiting practices. The largest cluster of respondents came from companies in the 101-500 employee range, but there were companies as small as 11-25 and larger than 5000 employees.

**Companies are in “hiring mode”** – In spite of what we may hear about difficult times in technology, the vast majority of survey respondents report that their companies are in hiring mode. Only 10 percent of companies said that they did not anticipate filling any positions this year, and 46 percent anticipate bringing on more than 20 people this year.

Much of the hiring activity is anticipated for the shorter term. Slightly more than 52 percent of respondents said that they would be bringing in between 1 and 10 employees in the current quarter, with an additional 8 percent saying they would be hiring between 11 and 20 in the current quarter.

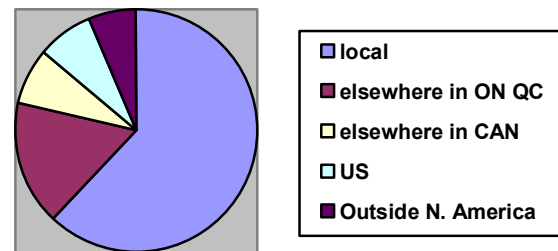


The bulk of this planned hiring represents growth rather than finding replacements for departing employees. Of the companies hiring, 17.6 percent said that none of their planned hires are for replacement positions and another 70 percent of the respondents reported that only between 1 and 10 of the overall positions were to replace outgoing workers.

**Building sales capacity** – More than 74 percent of companies were planning to staff sales roles in the current year, with the majority of companies, 57.9 percent, planning to hire between 1 and 6 sales people in the current year.

**Recruiting geographies** – Companies pull from a variety of geographies to staff open positions. While 62 percent of hires were local, these companies also recruited from the United States (7.4 percent of hires in the past 12 months) and outside of North America (6.5 percent), in addition to more broadly in Ontario and Quebec (16.5 percent) and across Canada (7.6 percent).

Recruiting from what geographies



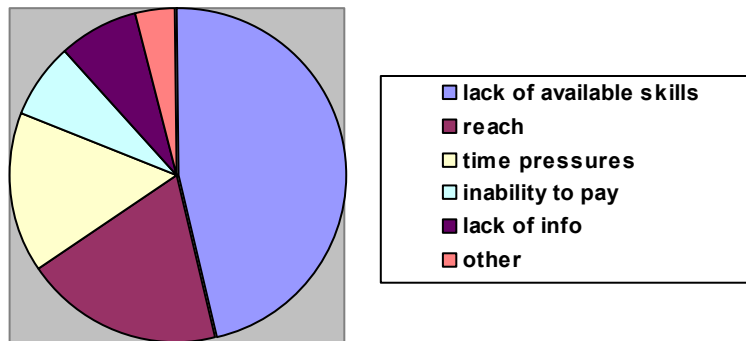
**Recruiting techniques** – Not surprisingly, 100 percent of the respondents said that their companies use employee referrals to staff open positions. Almost 90 percent (89.5%) use online job boards. While 63.2 percent of the companies use recruiters, only 47.4 percent use advertising for open positions.

This number (47.4%) was matched by the number of companies using social networking sites for recruiting.

**The role for recruiters**– Of the companies using recruiters, the vast majority, 72.2 percent, do so to find a specific set of skills. They also will hire recruiters to accelerate a hire (55.6%). Some less important but still significant factors

in engaging recruiters include the need to increase candidate flow (44.4%) and in order to staff executive positions (44.4%).

### Biggest recruiting challenge



In terms of the single biggest challenge faced in hiring, most, 70.6 percent, pointed to the lack of competencies and skills in the market. A further 29.4 percent identified their biggest challenge as the ability to reach potential candidates, and another large set (23.5%) indicated time pressures; these

numbers make the case that recruiters could play a significant role in helping these companies meet their hiring goals.

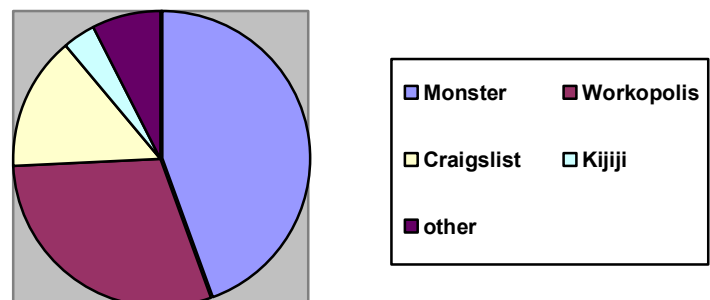
For sales positions, the largest challenges were ensuring there is a match between the candidate and the corporate culture (33.3%) and separating “hype” from reality (26.7%). Again, these are obstacles that recruiters, with domain expertise and a relationship with the hiring company, are ideally positioned to overcome.

This helps to explain why 94.2 percent of companies using recruiters feel that they get as good or better results from their recruiters as from other efforts.

**Online recruiting** – Of the companies that responded, 82.3 percent use online recruiting methods for more than three quarters or their open positions. Perhaps more surprising is the fact that 5.9 percent of these technology companies report that they do not use online recruiting for any positions.

In spite of the recent buzz about Facebook, LinkedIn is still favored for professional purposes, with fully 90 percent of companies reporting that they use the site to screen or find candidates. In terms of online resume banks, Monster (85.7%) is more popular in hunting for candidates than Workopolis (57.1%), and both beat out Craigslist, at 28.6 percent.

### Resume banks consulted



### About Peak Sales Recruiting

Peak Sales Recruiting is a search firm focused exclusively on finding sales superstars (“Peak Performers”) for technology companies. If you think you are a Peak Performer, or for help finding and hiring top sales performers, please visit [www.peaksalesrecruiting.com](http://www.peaksalesrecruiting.com) or call (613) 233-8999. For more information about this survey, ask to speak to Brent Thomson.