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Reitman Security Search is a leader in executive recruitment and consulting, supporting the electronic security industry globally. Our clients include the industry's most sought-after employers; public and private electronic security technology manufacturers, specifiers/consultants, systems integrators, distributors and alarm dealers. Here are some examples of our practice.

***See [Current Engagements and Placements](#) below!***

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### **Why Recruiting Isn't Over When an Employee Accepts Your Offer**

Great organizational leaders know that they must always be recruiting.

Yet many clients we've observed make one crucial mistake: They assume that their recruitment process for a candidate is over when that person accepts his or her offer. Our practice has taught us that the process isn't over until after the employee starts with the company, updates her LinkedIn profile and emails all her friends.

The moment your future head of sales, marketing, product or even junior developer says "yes" is the moment you're most vulnerable of losing them. In fact we note an increase in multiple offers and strong counter offers to valuable talent.

If recruitment is 'war', the enemy (people competing for talent) won't accept defeat easily. Don't fight 90% of the war.

Here's specifically what happens:

The employee gives you a verbal commitment, an email acceptance or in some cases even a

signed offer letter.

You congratulate your team for all the hard work, the hard fought persuasion and the new superstar that will soon come help solve your problems.

If they are as good as you think, it is highly likely that her existing employer will work hard to keep her. So the moment she notifies her boss is the moment that the other side is pursuing a full-court press... while you are celebrating and getting back to work.

If the person knew she was going to leave and was talking to multiple companies, her announcement to the other companies that she's not accepting their offer will also begin an assault of persuasion.

So ironically, the moment it seems everything is all sunshine for you is the moment you're completely vulnerable.

So what to do?

1. Acknowledge that recruiting doesn't stop until the employee has joined your company.
2. The moment you get an "accept" we recommend that you have all of your key employees email, call or even grab lunch/drinks/coffee with the new recruit to welcome her to the team. Your goal is to create emotional bonds and have the recruit think less of any other offers. Relationships formed will also make the recruit think about the perception that will be formed for accepting and then backing out (which in case you didn't know is more common than it should be).
3. I like to create an even stronger emotional tie by making public announcements where possible. I'd want to secure permission from the employee to issue a press release. It's a combination of the pride you take in this new recruit and it's a way to lower the odds that they bail on you. Yes, you could get egg on your face if she still backs out afterwards but you've now massively lowered the risk. The candidate will look worse for backing out than you will. Obviously press releases will be more effective for senior staff. But it doesn't really matter if the release wasn't big enough for the most prominent names in the trade press - it just matters that it's in the public sphere and gets amplified through social channels.
4. I also like to give homework to the new employees. To the extent she starts problem solving on your behalf and working as part of your team she will feel more commitment to you, more excitement about the new role and again, a stronger emotional bond.
5. Finally, when appropriate get your investors involved if it's a senior position. Set up calls for VCs to welcome her to the team. The more people she has spoken with about joining, the more emotional bond and the less likely of her backing out.

Recruiting is a fluid, evolving process. If you put in a Herculean effort to get employees and then lose them after you've crossed the finish line, you will waste enormous energy. It's a shame that you have to launch a welcoming committee to bear hug your incoming hire and to run an external communication plan because an acceptance should be final, but reality is reality. We're interested in your thoughts on these and other hiring, selection and retention strategies.

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## Recent Placements and Current Engagements

**Business Development Manager**- IP Video Solutions- Vertical Markets- Western US

**Director of A&E Programs**- IT/Infrastructure Solutions

**Eastern Sales Leader**- Access Control

**Regional Sales Manager**- Enterprise Access Control- Multiple Territories: Metro NYC, Houston/Gulf Coast

**Regional Sales Manager**- Enterprise Access Control- Southern California

**Sales Applications Engineer/Trainer**- Network Video- New England Region

**Solutions Engineer**- Network Video Manufacturer- Southern California

**Regional Sales Manager**- IP Video- Ontario/GTA- **COMPLETED**

**A&E Regional Sales Manager**- Southwest

**Regional Sales Manager**- Network Video- Pacific Northwest

**Regional Sales Manager**- Network Video- Chicago/Upper Midwest Region

**National Account Manager**- Retail Vertical- Cloud Solutions

**Regional Sales Manager**- Enterprise Access Control- Mid-Atlantic Region- **COMPLETED**

**Vertical Market Sales Manager**- EAS/Retail Accounts- Southeast

**Product Manager**- Network Video Solutions- Southern California

**National Account Manager**- Network Video- Mid-Atlantic- **COMPLETED**

**Trainer/Product Specialist**- Access Control Technologies- TN/MO Region

**Regional Sales Manager**- Network Video- Southeast US- **COMPLETED**

**Global Accounts**- Integrated Solutions- CANADA

**Business Development Manager**- Managed Services-Houston

**Product Manager**- Intrusion Solutions/IoT- **COMPLETED**

**Business Development Manager**- Managed Services- Chicago

**Pre-Sales System Design/Project Management**- Integrated Systems- Metro NYC

**Business Development Manager- Managed Services- Metro NYC**

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