

REITMAN

163 Cedar Street | Branford, CT 06405

From the Desks of: Cindy Carlson & Leanne Petrillo



Left to right Leanne Petrillo & Cindy Carlson

IS IT TIME TO THINK OUTSIDE THE BOX?

With the unemployment rate so low, it is time to start thinking outside the box about your staffing needs. Here at Reitman we have learned that some of the best possible candidates miss out on interviews because their resumes don't contain the right key terminology.



As recruiters, we spend our days scouring resumes looking for exactly what our clients need. But, in an economy where the unemployment rate is at an all-time low, even the most seasoned recruiters, can come up dry. But when we spend some

extra time, we are often able to find good candidates with great transferable experience and skills. You can do so as well.

Candidates are at an advantage when they use a staffing agency because we can identify that there might be more than just one box they fit into. Our clients who keep an open mind and want to hear about the non-traditional candidate have an advantage too. I will give you an example. Laura applied at Reitman Personnel. She spent the last 10 years working as a restaurant manager. I had a financial industry client looking for an administrative assistant, with a go-getter personality. I knew Laura would be great for this role, but getting my client to see it the same way, I knew would pose a challenge. I explained that Laura had a great attitude and I believe her restaurant management skills could cross over. She can easily handle difficult situations (dealing with ornery customers is no easy task), she set up schedules on a daily basis for a busy restaurant (solid computer skills) and she was very organized (requirement for most administrative roles). I



Did You Know?

All about CT Businesses

Brook & Whittle, one of North America's leading printing and packaging solutions company is headquartered right here in Guilford, CT. They have expanded into several other states as well. Reitman is proud to partner with such an innovative, forward thinking company. Good luck with your future endeavors and your continued success.



(An example of a pressure sensitive label.)

(If you would like some recent news about your business printed in our next newsletter, please let us know).

just knew she was the perfect fit. I also met with and presented two additional candidates with a “real” administrative resume. However, after meeting with all three candidates, I was convinced that Laura was the best fit. My client met with all three and hired Laura. She went temp to perm four months later and has been an invaluable asset to the company ever since.



Of course, this approach doesn't always apply. If you need a degreed engineer, the engineering degree is required. However, if you can modify your search parameters you may open yourself up to more candidates. Perhaps in the past you needed a degreed engineer, with an MBA, and 5-10 years' experience. If you could think outside the box or change previous policy to reflect the strong economy, perhaps an experienced

degreed engineer without the MBA could be trained up.

Trust me, in doing so, you will struggle less finding talent for your organization. Good luck!

We would love to hear about your experiences, call or email us.

Cindy Carlson
203 643 6895

Cindy@reitmanpersonnel.com

Leanne Petrillo
203 643 6893

Leanne@reitmanpersonnel.com

TRIVIA:

If you work 40 hours a week from age 20-65 you will work just over 90,000 hours in your lifetime.