4 STEPS to Secure Executive Buy-In for Your Recruiting Platform

Includes a "Making the Business Case" Template

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Securing Executive Buy-In is Easy, if You Know How

If you're ready to invest in a recruiting platform, then you know you're in for countless weeks, or maybe months of due diligence—tireless research, vendor comparisons, wading through user testimonials, and reviews. But perhaps just as important as finding the right recruiting platform is getting executive buy-in for investing in your platform of choice. It pays to rally support and start the buy-in process early.

But where to begin? Most CEOs report that finding top talent is their number one business concern. And it's very likely that your CEO considers recruiting a top priority. But that doesn't necessarily mean that they understand the nuances of recruitment and why a recruiting platform is so critical.

You know the benefits of your recruiting platform of choice and how it will help you manage the entire hiring process more efficiently, from building your talent pool to successfully onboarding your new hires. Broad talent management or HRIS suites just won't cut it. They provide limited recruiting functionality. Because in today's competitive hiring market, recruiting is less about HR and more about sales and marketing. And that includes marketing to your own executives.

But to secure executive buy in, you need to speak the common language of business value and impact, and clearly outline what's in it for them. This guide is designed to help you do just that. We'll help you zero in on the numbers and value potential of implementing a recruiting platform. Armed with this data, you can spell out the advantages to executive decision-makers—and then get the technology you need to succeed.

According to the 2014 Annual Global CEO Survey, **63%** of CEOs are concerned about the availability of key skills, and **50%** of CEOs plan to increase headcount over the next 12 months.

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Step 1: Frame the Conversation

In order to muster executive support, you need to help your decision-makers understand the issue. That means first conveying the importance of recruiting and why recruiting top talent requires a different level of recruiting technology.

Here are some tips for framing the discussion:

- **Demonstrate the need and align it with real business problems.** Don't get bogged down talking about recruiting platform features and capabilities or day-to-day complaints. Instead, focus on how the recruiting platform will impact revenue, productivity, and the ability to bring in top talent the organization needs

Jobvite is **the only best-of-breed** recruiting platform that is SOC2 compliant.

- **Know your audience.** Be direct and concise. C-level executives don't have time to read lengthy articles or reviews. You are identifying and promoting the need for change. Frame the need for a recruiting platform at a strategic level and articulate its impact on the organization's performance

- **Identify your key decision-makers and tailor your message based on their specific concerns.** Your CEO is concerned with strategy, market demand, competition, and the availability of resources. While your CIO is worried about technology integration complexities and loss of control over data and systems. And your CFO will want to know about cost-savings and how the technology investment will impact profit margins (or reduce costs) and improve employee productivity. CTOs will care about your security, especially if you're dealing with PPI (protected personal information)

- **Get your IT team involved early.** IT is responsible for evaluating new technology to help your organization function more efficiently. They can be your partner in crime and you can work together to create value and business outcomes. By considering their needs and seeking their advice often, you'll minimize implementation issues early. When you and IT stand together behind a proposal for a new recruiting platform, you'll have a better chance of getting buy in from other executives

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Step 2: Do Your Homework

Executives may not know all the day-to-day challenges you're facing with an inadequate recruiting solution (or no recruiting solution at all). Don't complain, but make sure they understand your biggest pain points, what those challenges are costing the organization, and how a new recruiting platform can change that. Be prepared to clearly show the measurable upside to using a comprehensive recruiting platform—as well as the measurable downside to not using one.

Step back and look at what's happening in the market to find drivers that will support the need for a recruiting platform. For example:

- Are there new regulations that will change your industry?
- Are there anticipated talent shortages in areas that are critical to your business?
- Is turnover in certain positions impacting your customers?

These market dynamics, paired with your carefully prepared business case, will help you make a strong strategic argument for a recruiting solution.

According to Capterra, recruiting software can improve your hiring process and efficiency by **94%**.

Don't discount the importance of other stakeholders and influencers who can help support your case. Look beyond your team to identify other people in the organization who would directly and rapidly benefit from a recruiting solution, like a department head who has had a difficult time finding quality candidates, or a manager looking to quickly hire more salespeople before a product launch. Once you've identified your allies and stakeholders—including your own recruiters, sourcers, and hiring managers—get them involved early in the process, so you can maximize their support to help drive consensus. Don't forget about influencers. Maybe there's a tenured sales rep who has the CEO's ear or a tenured hiring manager who can help you drive change.

Understanding each decision-maker's unique concerns will help you develop a proposal to win them over.

Decision-Maker	Top Concerns
CEO	Strategy; top-line business growth; maximizing the value of the business; market demand; competition; availability of the right talent
CFO	Cost-savings; profit margins; employee productivity
CIO/CTO	Evaluating new technology to help organization function more efficiently; implementation path; integration complexities; loss of control over data and systems; security
Recruiters/Hiring Managers	Will the system be easy to use and deliver a great candidate experience? Will it help your company source more quality candidates faster? Focus your communications on solutions that will address the biggest pain points in your recruiting process.

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Step 3: Get the Timing Right

With any important conversation, timing is everything. It's important to find the right time to raise your proposal. Notice when your stakeholders are beginning to care about a larger topic or trend that's related to recruiting and hiring. For example, when key players leave or join the organization or when talent shortages in certain areas get widespread media coverage. Provide your stakeholders with context and content about the role of recruiting in your organization and the results you're driving.

> The average cost-per-hire is $4,129, while the average time it takes to fill a given position is 42 days, according to the Society for Human Resource Management (SHRM).

It's important to be mindful of deadlines as well. A major product launch on the horizon may drive the need to hire new salespeople quickly. Your key decision-makers will be more open to your proposal if you can link your recommendation for a recruiting platform to an organizational priority or shift. At the same time, be aware of other pressure facing your executive-level decision-makers.   If an executive is especially busy or a deadline is approaching, then make sure you're not overloading them with details.

If your decision-makers or influencers like to be involved in the details, include them in the process early. Provide opportunities for them to talk to you, read reports, or sit in on meetings with vendors. Get IT involved early. Your IT team will likely have questions about security, downtime, data backup, and more. Put your IT team at ease by discussing these topics, along with other critical infrastructure requirements, so you know what solution will best cover your bases.

And, lastly and most importantly, take key decision-makers along the journey with you so that they continue to understand the original problems you're trying to solve and the steps you're taking to fix them.

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Step 4: Communicate the ROI, Your Vendor Can Help

Numbers speak volumes and your executives will want to understand the measurable return on investing in a recruiting platform. Calculate the ways in which the right recruiting technology will help you save time, boost productivity, reduce costs, and hire longer lasting, more qualified talent. Your recruiting platform vendor should be able to provide you with an ROI analysis of their product.

This is where the details count. Know your current metrics, such as cost to hire, time-to-hire, time-to-fill, application rates, quality of hire, and more. Be ready to prove how your new solution will report on those numbers, surface insights, and recommend actions to take to improve them.

And, don't underestimate more qualitative factors that will impact your ROI such as delivering a great candidate experience. Whether it's a mobile apply process or a winning career website, your recruiting software should support everything you need to showcase your employer brand.

If you don't know your metrics, look for industry stats and benchmarks to support your case. Learn a few easy ways to become a data-driven recruiter. If you're in the process of evaluating recruiting platforms already, get your vendors help with building a business case. It's in their best interest to help you prove value and ROI. Leverage their case studies, testimonials, references, cost analysis, and ROI calculators to build your case.

Jobvite Customers See Higher ROI

Better Candidates
18%
increase in
referral hiring

Faster
27%
faster time-to-hire

At a Lower Cost
30%
lower candidate
acquisition cost

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Download "Making the Business Case" Template

Talent is the lifeblood of your organization. But top talent can be hard to come by in today's highly competitive hiring market. That's why you need to harness all the tools at your disposal to successfully meet your company's hiring goals.

The right recruiting platform can be a game-changer. But getting executive leadership to understand this—and invest in recruiting technology beyond the generic HR suite—can still be an uphill battle.

However, if you put your sales and marketing skills to work, do your homework, align with the right influencers, and put together a strong business case that demonstrates measurable ROI, you will earn executive buy-in for the recruiting platform you need to succeed.

To help you make your case, we've created a workbook template that outlines all of the factors you need to consider, and that your stakeholders will ask for, when making a recruiting software decision. Download it today and let us know what you think!

Download Template

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Jobvite is the industry leader in recruiting software that helps emerging, mid-market, and enterprise companies hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-drivenrecruiting platform accelerates recruiting with an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, onboarding, and seamless integration with other HR systems. Focused exclusively on recruiting software since 2006, with offices in San Mateo and London, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Amway, Zappos, and GoDaddy. To learn more & request a free demo, visit www.jobvite.com or follow us @Jobvite.

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