

## Candidates failing at interview hurts the bottom line yet consultants feel powerless to do anything about it



87.3% of recruitment consultants think that their candidates are not adequately prepared for client interviews according to a survey of 81 recruitment consultants by InterviewGOLD.com.au, Australia and New Zealand's leading online interview training system.

Candidates failing at interview was considered the biggest barrier to consultants achieving revenue targets, yet only 27% of consultants wanted to spend more time training candidates as the majority felt that they had little or no control over how a candidate performs at interview.

"The survey supported what we all already know", says Marcus Webb, General Manager of InterviewGOLD. "Preparation is the key to improving performance at interview, but unfortunately for everyone involved, 83.3% of consultants just don't have enough time to ensure candidates are trained properly."

Instead consultants focus on the things that they feel they can control, such as finding jobs and candidates. Unfortunately with 83.7% of candidates failing at interview, this approach leads to success in just 33% of active jobs.

"Putting forward candidates that fail to deliver burns both the client and the candidate", says Webb. "Whether we're in a market where it's hard to find jobs or our normal one where candidates are scarce the success of candidates at interview is what determines whether a consultant hits or misses their revenue targets as well as being critical for developing repeat business and candidate loyalty."

97.2% of respondents to the survey would like more help in preparing candidates for interview, with an online tool that would support what they currently do considered the most useful resource.

"Increasing the effectiveness of candidates at interview from 10% to 11% delivers the average recruiter an additional 5 placements or \$35,000 per year," says Webb. "The interview is the pointy end of the process. Improve your candidates' performance, then pile on the jobs ... that's the way to have happy clients and candidates, and to make money."

We hear it all the time ... work smarter not harder. Well now we know how ...

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