



HOW HIRING



A

MARKETING AND COMMUNICATIONS
RECRUITING FIRM

CAN ACTUALLY SAVE

YOUR COMPANY

MONEY

Citing "cost", companies hesitate to engage an outside recruiting firm to find the **RIGHT PEOPLE**.

HIRING THE WRONG PERSON ADDS UP



Advertising



Onboarding



Training



Other Expenses



THE RESOURCES
CONSUMED IN



Failed Coaching



Counseling



Intervention Efforts



A BAD hire affects MORALE, your company's REPUTATION and PRODUCTIVITY. Then you have to REPLACE your MISTAKE. A BAD HIRE can cost more than 7X the original annual salary.

A SKILLED, EXPERIENCED RECRUITER knows how to find compatible people who are recruited, screened and tested to pinpoint specific factors that make them a PERFECT FIT for your company and work group.

COMPARE THE COST OF A TYPICAL HIRE WITH YOUR COST

| COST OF HIRE | | YOUR COST |
|---|--|--|
|  <p>Corporate Cost to Hire Advertising, sourcing, screening, testing, references, background checks</p> | \$10k | |
|  <p>Offer Based on \$100,000 executive hire, base benefits, employer taxes, holiday and vacation</p> | \$148k | |
|  <p>Onboarding Training, technology set up</p> | \$20k | |
| SUB TOTAL | \$178k | |
| THE ADDED COST OF A BAD HIRE DECISION | | YOUR COST |
|  <p>Coaching, Counsel, Interventions</p> | \$30k | |
|  <p>Severance Pay</p> | \$30k | |
| <p>\$100k</p> <p>Reputation Damage</p>  | <p>\$30k</p> <p>Loss of Productivity (whole team)</p> | <p>\$300k</p> <p>Company Earning Impact (especially sales or marketing roles)</p> |
| SUB TOTAL | \$490k | |
| Re-add Corporate Cost to Hire + Onboarding = \$30K | | |
| Total Estimated Cost of a Bad Hire On Your Own | \$698k | |

| COST OF A GOOD AGENCY - SUPPORTED HIRE | | YOUR COST |
|---|----------------------------|---|
|  <p>Corporate Cost to Hire Advertising, sourcing, screening, testing, references, background checks</p> | \$2k | |
|  <p>Offer Based on \$100,000 executive hire, base benefits, employer taxes, holiday and vacation</p> | \$148k | |
|  <p>Onboarding Training, technology set up</p> | \$20k | |
|  <p>Recruiting Firm Fee</p> | \$27k | |
| <p>Total Estimated Cost of a Great Hire With an Agency</p> | \$197k | |
| <p>SAVINGS</p> <p>\$501k</p> | <p>YOUR SAVINGS</p> | |
| <p>brookwoods group A staffing, recruiting and consulting firm for marketing, communications and change</p> | | <p>(800) 426-3900 brookwoods.com</p> |