

# > WHY CHOOSE THE ROBINSON GROUP?

> **Because our main concern is recruiting only the best permanent, contracting and consulting resources who will contribute to the long-term success of your business.**

## Contributors, Not Candidates!

The Robinson Group is all about finding contributors, NOT candidates! Who are contributors? They are talented individuals who are prepared professionally to contribute to your company's long-term goals. It's easy to parade a long line of candidates into a client's office, but it's challenging to find and select individuals who are going to make an impact right away.

Each aspect of our company is uniquely designed to find talented contributors for our clients. In fact, candidates have to earn the right to be considered contributors and be worthy of presentation to our clients. What do you want from your recruiting partner: candidates or contributors?

## The Robinson Recruit Right™ Process

The team at The Robinson Group walks you through a proprietary process designed to deliver the best permanent employees, contracting consultants and project resources. Our candidates are more than just simply qualified; they are talented IT professionals who will contribute to the long-term success of your company. Your Robinson Recruiter supports the entire process, including refining requirements, sourcing, qualification, evaluation, scoring, presentation, negotiation, and successful closing of the process.

> **Because we have access to the best and the brightest in the industry!**

## Robinson "Contributor Portfolio" Database

Finding exceptional candidates who can contribute to the success of your organization is sometimes like finding a needle in a haystack. In most cases, we have started your search before you've even partnered with us. In fact, we are always searching for remarkable "contributors" – talented people currently in job search mode, as well as those who may not necessarily be looking! We maintain detailed profiles on all of the professionals in our Contributor

Portfolio Database, and we continually add and update our unique system daily. Through our relationships with qualified candidates, our referral network, and our strong industry knowledge, The Robinson Group has built an extensive portfolio of the best and the brightest in the market. By applying the unique Robinson Rating Score and complex search methods, coupled with our deep understanding of your needs, our team is able to quickly present on-target contributor profiles to clients every single day.

## Robinson Rating Score

All candidates are rated based on our overall Robinson Quality Rating and its relation to your specific job requirements. All candidates are thoroughly vetted and screened based on our comprehensive list of criteria and the specific responsibilities associated with the position on your team. The result is a numeric score assigned to every candidate that allows us to present ONLY the "best in class" and allows you to be sure you are getting the best and the brightest.

> **Because we know that getting it right takes both sides.**

## Right Fit™ Advantage

We all know that interviewing for the wrong position doesn't help the employer or the candidate. At The Robinson Group, we care about the people we represent and want them to be successful, and we understand that this starts with presenting the "right" employment opportunities. Our Right Fit Advantage includes résumé review, an assessment of the position's requirements, a pre-interview preparation, and more. Our team is committed to providing our candidates an advantage in the marketplace by matching them with the best job for their goals, skill sets, and long-term career aspirations.

continued to next page...

# WHY CHOOSE THE ROBINSON GROUP? CONT...

## Getting To Yes

Hiring top talent is challenging, our Getting To Yes approach ensures that the Robinson Team is effective in delivering candidates who want to join your team (rather than just take the job), at the level of compensation you want to provide. Using this approach, our team works to quickly identify obstacles and work through them, so that when you offer the top candidate the position, they have already accepted.

## Robinson Review for Candidates

It's one thing to present candidates, but it's a completely different challenge to present candidates who will contribute at an extremely high level to the success of your organization. Before anyone is considered a contributor, they are just a candidate. The Robinson Review for Candidates includes a deep dive into exactly what the candidate is looking for, in terms of role, company, long-term goals, compensation, management style, etc. We drill down into their psychology and understand what motivates them in order to make sure they are the right match for your job and will contribute to the overall well-being of your company. After this extensive review, a decision is made as to the level of contribution this candidate will make for our clients, and their status is upgraded to contributor. Now they are worthy of presentation to our clients.

## Robinson Review for Hiring Managers

We have to know what you are looking for before we present even one qualified candidate. The Robinson Review for Hiring Managers walks each hiring manager through a detailed evaluation that uncovers even the most minor, yet significant responsibilities of the position. This ensures we properly match candidates and present only those candidates who are perfect for the position. Without understanding all the nuances of the job, we couldn't possibly find the best candidates—this ensures every search is a successful search.

**➤ Because we understand how important it is to hire a recruiting firm that you can trust with all the details.**

## Candidate Bill of Rights

We care about our candidates. Our Candidate Bill of Rights clearly outlines what they should expect from us and what we expect from them. The result is a candidate who is prepared, professional, best in class, and an excellent fit for the opportunities uncovered during our Robinson Recruit Right process. We detail 18 key items in our Candidate Bill of Rights, and provide each and every candidate a document that outlines each of these commitments. We also send each of our candidates a detailed personal profile that outlines all of the details that they shared with us about themselves including salary requirements, experience, career motivations, etc. This allows us to work collaboratively with all of our candidates to ensure a successful job search experience.

## Client Bill of Rights

We clearly define what our clients should expect from us in our Client Bill of Rights. Since we view all our client relationships as a partnership, our Client Bill of Rights also outlines what we need in order to ensure a successful placement. The outcome results in highly effective hires and long-term relationships with clients who find we constantly exceed their expectations on both quality of candidate, responsiveness, and efficiency of our search processes. We detail 18 key items in our Client Bill of Rights, and provide each and every client a document that outlines what they should expect from The Robinson Group.

**➤ Because we know that not all companies have the same needs.**

## Create Your Own Agreement

In our industry, the terms contingency, retained, or contained search are used to help us, not you. We know that the IT industry is fluid and we see no reason to "box you in" to one type of agreement; alternatively, we create custom solutions with each of our clients that meet your specific hiring needs. Our goal is to find you the best resources, whether contracting, permanent or both, which is why our team will work with you to understand your search and create an agreement that fits your needs.

continued to next page...

# > WHY CHOOSE THE ROBINSON GROUP? CONT...

## Robinson's Platinum Program

Because The Robinson Group appreciates the value of a great client relationship, we have developed our Platinum Program. For clients who prefer an exclusive relationship with a firm like ours, we offer customized engagements that best fit your needs. Call us to ask for more!

> **Because we value the satisfaction of our clients and candidates.**

## Robinson Training Institute

In the same way that we are dedicated to our clients and candidates, we are dedicated to our team. That is why The Robinson Group has developed the Robinson Training Institute. Each and every one of our recruiters goes through an initial certification as well as regular in-depth training on such topics as changes in the industry, professional development, recruiting best practices, behavioral interviewing, etc.

## The Robinson Rewards Program

We understand how important it is to rely on peers, clients, and colleagues to help find the most talented people. When candidates, contributors or clients refer people to us, it tells us that they trust our expertise. Receiving a referral is extremely important to us and we show our appreciation with a variety of rewards for referrals that lead to direct hires.

## Call Us Anytime

We know recruiting issues aren't 9-to-5 challenges. Our team is available 24 hours, 7 days a week to work with your team. We even provide our clients and candidates with our personal phone numbers for access, even on the weekends. We understand that business demands often require attention after work or on the weekends, and our team is available when and where you need us.