



ADVERTISED SEARCH VS. RECRUITMENT

Advertised Recruitment describes the process which sources applicants for positions via advertising. The recruiter collects these applications and the unsuccessful applicants are kept on an extensive database and called upon when a similar position opens up.



Executive Search sources candidates via targeted research. This process provides the most suitable candidates by targeting the top 10% to 20% of talented and experienced individuals who are very rarely accessed through the inefficient process of general Recruitment. Executive Search targets those senior level executives that you would want in your organisation however are not necessarily responding to an advertisement. As headhunters, we research and approach these potential candidates; they rarely approach us.

Executive Search is, therefore, not to be confused with Advertised Recruitment services. Simply stated, the differences are as follows:

- Executive Search sells opportunity – it does not sell people
- Executive search is driven by client needs – not by a database of applicants
- Executive Search is research-driven – it is not advertising-driven
- Executive Search deals predominantly with candidates, very seldom with applicants
- Executive Search is meticulously targeted - it's a rifle shot, not a shotgun blast.
- Executive Search sources senior management and leadership talent, not middle or lower management.

Executive Search is undertaken on a retained assignment basis only, not on contingency.

Only Executive Search's proven research methods can provide an exclusive selection of superb executive talent and generate a subsequent short-list of such quality that selection of the best person is a difficult task.

Oppeus International's experienced executive search consultants, assisted by proven research professionals, will target, interview and longlist only the most suitable candidates for an organisation. The client will decide on its suitability and application to their business.

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