

# 15 Best Practices for Recruiting Success

# #1

## Get involved early.

“We meet these kids when they're sophomores, and then we're lecturing in classes. We develop a relationship with them, and we kind of follow them through until they're seniors. It's very important for them to not just hear your name when you're coming in to recruit when they're seniors; they need to kind of know you all along. The earlier you start with them, the better.”

- *Kevin Kampe, president, Womack Machine Supply*

## #2

### **Align yourself with an institution that will meet your company's needs.**

“The thing that I can't underscore enough, if companies want to be successful in their recruiting efforts, is aligning themselves with institutions that fit culturally with their organization, and then taking the time and energy to increase the level of familiarity with the students, so they really know what they're getting.”

- *Kyle Buxton, area leader, WinWholesale*

## #3

### **Develop a relationship with the institution, not just the students.**

“If you're an industrial distributor and you start to build a relationship with an instructor, or a counsellor, or an administrator at a college, and you explain what it is you're looking for as far as a future employee, then you can have those people start looking out for you. And when they see somebody who might fit the bill, so to speak, they can contact you, you guys can talk, maybe offer an internship program to someone, to see if they really like the field before they commit to a full-time position.”

- *Mary Jawgiel, program director, Industrial Careers Pathway*

## #4

### Help develop the programming.

“We're involved in some of (the schools') advisory councils, we're involved in all of the consortiums that they do. ... We help build the content as well as sending our people to the education sessions. We have a relationship with the university, with the professors, as well as the directors and department heads, where we actually come to the school and lecture and contribute to that class work. So we'll do guest lecturing for multiple different classes, and that's been a big help and resource for us as well.”

- *Kevin Kampe, president, Womack Machine Supply*

## #5

### **Attend career events, such as career fairs.**

“I think a best practice is to work with the career services people, so that (distributors) get into the wider pool and into the regular flow of the job fairs and the events that are available to them.”

- *Mary Jawgiel, program director, Industrial Careers Pathway*

## #6

### **Raise awareness of wholesale distribution.**

“Working in wholesale distribution, that's an industry that not many college students would have a lot of knowledge about, and by the time they graduate, it's not a very visible industry in terms of on-campus college recruiting. So by raising the awareness about what wholesale distribution does, and how much of what we do can meet the kinds of expectations they have for sales careers, we've been able to generate a lot of interest, not just in Laird, but in wholesale distribution overall.”

- *Mark Kramer, CEO, Laird Plastics*

## #7

### Show students what the industry can offer them.

“We're at a bit of a disadvantage simply because no one really knows what industrial distribution is, and they also don't know that it's a business; in many cases, there are marketing positions, there are accounting positions, there are human resource positions, there are sales positions.”

- *Mary Jawgiel, program director, Industrial Careers Pathway*



## #8

### **Offer quality training and internship programs.**

“One of the things I think (that helps distributors) is offering a quality training program, as well as a quality internship program. We've seen situations where students have four or five offers, and they make their choice based upon the training and development opportunities that are available; there's a clear path to advancement opportunities.”

- *Brenda Jochum, internship director, industrial distribution, University of Nebraska at Kearney*

## #9

### **Make sure the internship programs are well-rounded.**

“One of my biggest obstacles was to teach distributors that, yes, they can do more than work in the warehouse. Yes, we understand that they need to understand the dynamics of it and how it works and the importance of it. But I just use that as an example because they need a well-rounded experience, they need to see counter sales, inside sales, they need to go out with outside sales people, they need to speak with managers, leaders within the organization.”

- *Brenda Jochum, internship director, industrial distribution, University of Nebraska at Kearney*

# #10

## Offer significant work in the internship program.

“In the intern program that we do, we make sure they have a significant project to work on; it's not just paper-shuffling and filing. We allow them all the resources to attack the project. Having a really strong intern program helps in giving those kids a flavor of what the company would be like to work for.”

- *Kevin Kampe, president, Womack Machine Supply*

# #11

## **Increase your level of familiarity with students.**

“You got to be there in person, you got to do more than just recruit, you got to know people, and you got to brand your company with that university, or those universities, so that your name and your sales profile – the types of jobs that you offer – are in front of these kids frequently, or otherwise you'll simply lose out to somebody who has more prominence than you do.”

- *Mark Kramer, CEO, Laird Plastics*

# #12

## Develop a relationship with students outside of career events.

“It's about relationships; just like it is in the industry; it's the same with recruiting. These companies that come here and develop that relationship with this student, that's what sells it. Not so much how great the company is or the money they can make, it's about the relationship that they built with that company.”

- *Scott Jochum, industrial distribution lecturer,  
University of Nebraska at Kearney*

# #13

## Have students meet personnel from different divisions of the company.

“Historically, we'd have one HR rep and you'd meet that individual, and that's great, but if they only know you for that one individual; there's more bang-for-the-buck if they can meet salespeople, sales managers, different corporate individuals, the HR reps as well. And when they meet a number of quality individuals from our company, then they feel more at home, more part of the family.”

- *Kevin Kampe, president, Womack Machine Supply*

# #14

## Follow-up with students after meeting them.

“If (distributors) want those high-skill people, the future leaders of their organization, not just people to fill positions, you do have to actively recruit, you have to develop relationships; you have to follow-up with these students. Our students have four or five offers. Sometimes they're taking positions based upon who followed up with them quickly, who took them out to dinner.”

- *Brenda Jochum, internship director, industrial distribution, University of Nebraska at Kearney*

# #15

## You get what you give with recruiting.

“Some recruiters will have a tendency to feel dissatisfied and not feel like they're getting all they can out of some of these recruiting programs. Chances are, if they're not getting what they want, it's because they're not putting time and energy into getting to know the students; what their strengths, what their weaknesses are, what their personalities are.”

- *Kyle Buxton, area leader, WinWholesale*



**Modern  
Distribution  
Management**

*Founded in 1967  
by J. Van Ness Philip*

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ISSN 0544-6538

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