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*How to Get Your Recruiting  
Software Budget Approved*

yello

# *How to Get Your Recruiting Software Budget Approved*



You conducted hours of talent acquisition software research, sat through countless sales demos, made multiple vendor comparisons and you finally found the best recruitment software for your company. You're ready to sign the dotted line so you can measure your recruitment marketing ROI, automate candidate communications, eliminate paper resumes and more.

But first, the tough part: selling the C-Suite on the value. Use this guide as your roadmap to get your leadership team bought in and excited for your recruiting initiatives.

# Step One

## Communicate to Leadership

You know you need talent acquisition software to upgrade your spreadsheets to a TRM, to measure the ROI of the hiring events you attend and to articulate value to the C-Suite. You have identified how talent acquisition software can help you solve your top issues, now it's time to state your case to your leadership. Use this customizable email template to help you get the buy-in you need.

### Efficiency issue

*Need help articulating? Here is a real-life scenario:*

*Problem:* Your candidate data is stored across multiple spreadsheets, systems and team members' computers.

*Solution:* Talent acquisition software captures the entire candidate experience in one place. It provides a central location to manage talent communities, resumes, candidate sourcing, and email and text campaigns

### Recruitment marketing ROI issue

*Need help articulating? Here is a real-life scenario:*

*Problem:* Lack of insight into which hiring events are resulting in the highest ROI...or any ROI.

*Solution:* Talent acquisition software can measure campus, diversity and hiring conferences that result in the highest ROI, by tracking the number of qualified candidates, new hires and overall expense per recruitment event.

### Budget issue

*Need help articulating? Here is a real-life scenario:*

*Problem:* Your needs are outgrowing your budget but you lack the data to prove this.

*Solution:* Talent acquisition software provides reporting capabilities and metrics your department otherwise wouldn't be able to access. Software can provide insight into where you can best allocate your time and budget, so you can focus on the candidate marketing and events that provide the highest return.

To: decisionmaker@yourcompany.com

Subject: Talent Acquisition Software Business Case

Dear <Name>,

As you know, our top three talent acquisition goals are:

- 1.
- 2.
- 3.

To help reach these goals, I have investigated the best talent acquisition software platforms for <your company name> to implement. After thorough research, I recommend we use <software company name>. The software will help us solve our top three current issues:

#### 1. Efficiency issue

#### 2. Recruitment marketing ROI issue

#### 3. Budget issue

Are you available on <date/time> to discuss the possibility of <your company name> purchasing <talent acquisition software>?

Thank you for your consideration.

Regards,  
<Your Name>

# Step Two

## Present Your Case

You've intrigued your head of talent acquisition! She wants to meet to discuss why you need talent acquisition software, how it will benefit the company and its impact on the bottom line. Use the following points to further your business case, help shape your presentation and get the buy-in you need.

### 1 *Provide insight into current process*

Your head of talent acquisition may not be familiar with your daily responsibilities and all that goes into the end result: an accepted offer. Outline what your current process looks like and detail what talent acquisition software can do to improve that process.

#### **SAMPLE SCENARIO**

Your schedule is filled with hiring conferences, but you can barely find time to review the resumes you receive at the events.

#### **SOLUTION**

Use mobile recruiting apps to convert your tablet, mobile or Windows device into an extension of your stationary work space. Apps, such as Yello's Collect or Convenience, will capture candidate information and resumes at career fairs, diversity conferences or classroom presentations. Eliminate evaluating paper resumes, and review candidate information on a phone or tablet, instead of logging long hours in front of a computer or sifting through piles of paper.

#### **SAMPLE SCENARIO**

You are constantly chasing down hiring managers for candidate feedback post-interview.

#### **SOLUTION**

Delayed interviewer feedback can result in losing top talent to a competing job offer, adding time and money to the hiring process. Mobile or web evaluation forms that are connected to recruitment software can collect interviewer feedback in near real-time.

## *Provide insight into current process cont'd.*

### **SAMPLE SCENARIO**

All your candidate data is on spreadsheets...which crash, are stored in different places, or disappear when that sheet's owner leaves your company.

### **SOLUTION**

Invest in a talent relationship management (TRM) tool to access candidate information anywhere, including mobile devices. Store all candidate data in a central location so all team members can access pertinent information at any stage of a candidate's interaction with your company.

### **SAMPLE SCENARIO**

Candidates are accepting other offers...in the middle of interviewing with your company.

### **SOLUTION**

Avoid losing top talent to faster moving companies by ensuring a timely and collaborative candidate communication strategy is in place. Incorporate more touch points into the candidate interview lifecycle by automating email reminders before scheduled interviews.

### **SAMPLE SCENARIO**

Your frequent flying leadership team and sales team members are never in the office long enough to conduct face-to-face interviews

### **SOLUTION**

Create an "always-on" interviewing culture. Eliminate the need for on-site interviews by incorporating video interviewing capabilities into your toolkit, so you can conduct face-to-face interviews when your hiring team is out of the office.



## 2 Tie your proposal to an organizational goal

Your leadership team's job is to protect your company's strategic direction and long-term vision. Tie all talent acquisition software benefits to a strategic goal, to demonstrate how your proposed investment will deliver value.

### **SAMPLE SCENARIO**

One of the company's 2016 goals is to "increase production by 10 percent." Your group feels that decreasing time-to-hire will help increase hiring and therefore, production.

### **SOLUTION**

Outline how talent acquisition software can solve that problem. Video interviewing capabilities will cut down on the amount of time to schedule interviews, because you don't have travel schedules standing in your way; you can capture near real time interviewer feedback, so you no longer have to wait on manually gathering feedback from the interview team; you can keep passive candidates in your talent community warm, so you can be ready to call in a qualified candidate when a position opens up.

## 3 Understand industry trends

Your leadership is focused on future-proofing your organization, and needs to understand how new systems will be an investment in your company's future. Be able to speak to industry trends, and how they relate to your specific business case.

### **SUGGESTED INDUSTRY TREND**

A transparent talent acquisition process is a major theme; companies that lack transparency will not win top talent. Talent acquisition software can help further your commitment to candidate transparency through increased communication, faster response times, video interviews and more.

*The Importance of Transparency  
in Talent Acquisition*

**LEARN MORE**

## 4 *Use metrics to articulate your department value*

Talent acquisition software can be a change-driver in leadership's perception of your department. The C-Suite's view of talent acquisition departments is evolving; what used to be considered solely a cost center is being re-thought, as leadership ties employee productivity to results.

### **SAMPLE SCENARIO**

You attend 10 diversity conferences a year. You know these conferences are successful—some of your top hires were found at these conferences—but you don't have a clear understanding of which events resulted in the highest ROI. Talent acquisition software can give you a clear view into which events have the most qualified candidates, lead to the most offers and the associated spend per event. Your team can use this data to attend the events with the highest ROI, and eliminate the remaining events from your roster, saving money and time.

## 5 *Identify reasons for that specific vendor*

Your leadership needs to know the benefits of talent acquisition software, but also needs to understand the reasons why you are recommending a specific company.

### **SAMPLE REASONING**

Outline the reasons unique to that specific vendor. For example, you are recommending Yello's talent relationship management (TRM) product, because:

- Yello's stringent information security requirements will protect your candidate data
- Yello's leadership team is made up of recruiting industry veterans, so they understand your challenges
- Yello has a dedicated client success team to support your implementation and ongoing success.

# Step Three

## Measure Your Success

Congratulations, your leadership team is on board and you're ready to start implementing your new talent acquisition software! One of the most important steps is to measure your progress and results, and be prepared to report to key stakeholders. Use this goal template to regularly report on your success and highlight the value of your company's new investment.

CLICK TO  
DOWNLOAD

Are you ready to prove the value of recruiting software? Learn how Yello can help you achieve your recruiting goals.

### GOALS

Use this customizable talent acquisition plan template to recharge your recruitment strategy and meet your goals.

#### PREVIOUS YEAR REVIEW

Write down your goals from the previous year, what steps you took to accomplish them and any roadblocks you experienced (e.g. career milestones, accolades or unexpected issues).

#### CURRENT YEAR GOALS

Establish three to five specific, measurable recruitment goals that will contribute to the overall success of your business.

1. Specific goal with metric: Detailed description of goal  
Example: Increase qualified candidates in talent community by 20%; Implement recruitment software to nurture and grow talent community. Create candidate focused social media accounts to reach potential candidates where they already are.
2. Specific goal with metric: Detailed description of goal
3. Specific goal with metric: Detailed description of goal

#### CURRENT YEAR GOAL BREAKDOWN

1. Increase qualified candidates in talent community by 20%

CATEGORY	DESCRIPTION	Q1 STATUS	Q2 STATUS	Q3 STATUS	Q4 STATUS
Recruitment software	Implement software to nurture talent community members. Send a newsletter every month and host quarterly in-person networking events.				

2. Specific goal with metric: Detailed description of goal

CATEGORY	DESCRIPTION	Q1 STATUS	Q2 STATUS	Q3 STATUS	Q4 STATUS

3. Specific goal with metric: Detailed description of goal

CATEGORY	DESCRIPTION	Q1 STATUS	Q2 STATUS	Q3 STATUS	Q4 STATUS

#### CONCLUSION

Outline any final details needed to complete your recruitment goals here. Use this section as a final mission statement to inspire you to achieve your milestones throughout the year.

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