



# Mastering Recruitment

## Attracting millennial & Gen-Z talent in 2024

by: Adam Volpe, Altek Business Systems

**R**ecruiting top-tier talent, particularly among millennials and Gen-Z, is pivotal for companies like mine — Altek Business Systems — to flourish in today's market. At Altek, our focus on cultivating a young, dynamic sales force has led to exceptional growth, exceeding 130% within a mere three years. While many companies struggle to find, hire, train and keep millennial and Gen-Z employees, our success hinges on understanding and meeting the unique aspirations and values of these generations.

### Understanding Millennial & Gen-Z Aspirations

To appeal to these cohorts, it's crucial to acknowledge their priorities. It's not just about the highest paycheck; it's about finding a role that offers impact and purpose. They seek a space where their efforts matter, where they see tangible results and where their ideas are valued. Altek prioritizes this by investing in their growth, fostering camaraderie and promoting a culture of innovation.

### Retaining High-Caliber Talent

The secret to retaining exceptional millennials and Gen-Z individuals lies in fostering a culture that prioritizes their happiness and fulfillment. Altek achieves this by investing in comprehensive training, both externally and internally. We emphasize a structure that fosters accountability without suffocating micromanagement, empowering our reps to take ownership of their roles.

We believe if you can't trust specific reps to do their daily tasks and jobs, then they're not a good fit in your culture. At the end of the day, it is about their results and active pipeline. If those two items look bleak, then in most cases it is due to lack of activity and effort. However, there can be cases where a young rep just needs the right coaching and guidance if the mindset, drive and effort are truly there.

Effective relationships and communication thrive on mutual engagement. That's why we plan frequent gatherings, team activities, open dialogue and transparent discussions to solidify our dedication to nurturing our team's fulfillment and well-being.

### Synergy Between Marketing & Sales

At Altek, we pride ourselves on our partnership between



marketing and sales. Encouraging sales representatives to team up with marketing for tailored approaches — while staying within brand parameters — nurtures empowerment and an entrepreneurial outlook. Collaboratively, we generate materials, email campaigns and content that bolster lead generation, fostering inspiration. This liberty to shape their own brand enriches the role, rendering it more captivating and aligning seamlessly with our brand directives.

### Finding the Right Candidates

Finding the right candidates is always a struggle. Utilizing platforms like Handshake and LinkedIn aids in sourcing potential candidates who are open to new opportunities. Maintaining an active social media presence that highlights your company culture attracts more applicants. Whenever I connect with someone on LinkedIn, he (or she) immediately visits my profile to delve deeper into our company. This glance serves as your first impression to a prospective hire, so I strongly recommend enriching your About section and incorporating culture-centric links into the Featured section of your LinkedIn profile.

Furthermore, referrals from satisfied employees stand as testaments to your conducive work environment. If an employee is proud of the company he works for and knows the company is hiring, he is more likely to recruit high-talent

individuals, because he knows these people will find fulfillment and will be recognized within the company.

Rigorous interviewing, knowledge testing and third-party personality evaluations such as the DiSC (Drive, Influence, Support and Clarity) assessment to evaluate compatibility in the workforce ensure we onboard the right talent.

It's important to note that the majority of candidates avoid companies that seem to prioritize turnover rather than investing in individuals or that lack defined growth opportunities — whether perceived from the company's reputation or sensed during their visits. To personalize a candidate's experience, offer facility tours, introduce him to senior executives and organize meetings with your sales representatives throughout the interview process.

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### Creating a Thriving Culture

In the end, successful recruitment is akin to effective prospecting. It demands investing time and effort in identifying individuals aligned with our core values and cultural fabric. To thrive, particularly with the next generation, companies must evaluate and adapt their internal structures to create a workspace where these individuals can truly excel. ■

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