

**“There’s no question in my mind,  
we have entered one of the hottest job  
markets in a decade”**

Finding US “Superstars”  
During 2021  
*The (surprisingly)  
“Sizzling Hot” US Job  
Market*

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## Key Topics

- I. The US job market – what is happening NOW – for positions you are interested in recruiting
- II. The new “Hot Buttons” - what will motivate a strong candidate to consider a move
- III. *The Bottom Line* – Key Tips for Finding US Superstars – Right now



# Who Am I?

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- Born and raised in Chicago
- Formerly worked at General Electric (GE) and Newark Electronics (USA)
- 20+ years: Amcon Recruitment
- Recruiting US based positions for Israeli companies using a value added “Recruitment Blitz” method
- Consulting to companies planning to enter the US market
- Author of the book “Marketing to America” Financial Times / Prentice Hall
- Organize and manage seminars, workshops and webinars about Doing Business in the USA (for Israeli companies)

# Survey Question 1:



Survey Question 2:





## The US job market What is happening NOW

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- You are likely interested in recruiting roles such as:
  - Sales / Sales Management/Business Development
  - Sales Engineering / Technical Support
  - General Manager / US President (sales focus)
- **US job Market is “Hot” - very hard to find great candidates interested in talking**
- **Candidates very selective & cautious before making a move**

The US Media is  
talking about this

**“US Job Openings Reach Record Highs” Wall Street Journal – May 11, 2021**

**“Workers Are Gaining Leverage Over Employers Right Before Our Eyes”- NYT - June 6, 2021**

**“Some CEO’s Suggest Dropping Degree Requirements in Hiring” Wall Street Journal May 5, 2021**

**“There’s no question in my mind, we have entered one of the hottest job markets in a decade”. Talent Management Expert**

**“We have never had as many employers reach out to us with job opportunities as we have right now,” says Blake Bourne, executive director of Veterans Bridge and a former U.S. Army captain. Charlotte Business Journal – May 28, 2021**



## The **Hot** US Employment Market

*What we (and hiring managers) are seeing in US searches for Israeli companies*

- Fewer Responses from Potential Candidates
- Candidates are VERY selective
- Even what they speak to us, most say “no thanks”
- Cautious to move to an unknown, Israeli company – even one with great products and technology - **especially startups**
- Will only make a move for improved conditions
- More questions about employee benefits than in past
- Many offers turned down
- Delays are costly – 2 month delay story

# US Unemployment rate:

- February 2020 – 3.5%
- April 2020 - 14.8%
- April 2021 – 6.1%
- May 2021 – 5.8%
- End of year prediction of 4.1% - Goldman Sachs

## II. The new “Hot Buttons” - what will motivate a strong candidate to consider a move



- Upward career move
- Flexibility (WFH, vacation time/PTO, No relocation, work schedules)
- Great Chemistry with hiring manager (even via Zoom)
- Respect and Appreciation
- Ability to make decisions (opposite of “micro-management”)
- World-class and rapid candidate hiring experience
- Higher salary (not the only factor)
- Great benefits
- Stock Options – very motivating

# Bottom Line – Key Tips for Finding US Superstars – Right now

- Target passive candidates – who will see your position as a move up
- “Sell” the opportunity - *hint: It’s not all about technology*
- *Tell them what they actually will be doing / culture / KPI’s*
- Always ask: “**Why are we having this conversation today**” - Identify hot buttons
- Offer flexibility - Big Issue since Covid
- Create an efficient and (reasonably) quick process – “time is your enemy”
- Is this your first US employee? Figure out benefits BEFORE speaking to candidates!
- Understand salary ranges – Israeli managers are very “Optimistic”



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