



YOUR FIRST AMERICAN HIRE

A GUIDE FROM
ACCUR RECRUITING SERVICES

ARE YOU READY TO HIRE?

At ACCUR, we often work with companies in travel retail, luxury products, liquors and cosmetics to help expand their North American and Latin American operations. In this guide, we've compiled the key things you need to successfully enhance your operations in these areas.

- ✓ How to match the stage of your business to the type of hire you make
- ✓ Legal options for hiring, from staff to independent contractors.
- ✓ Resources for salary information
- ✓ How to develop a candidate profile that makes sense for your business



BUSINESS CONTEXT IS CRITICAL

First off, it's important to align your hiring plans with the current stage of your business.
Which of the following best apply to your plans?

EARLY

You either have no operations in the US, or your efforts are very minimal. You recognize the potential and want to grow.

MID-STAGE

Your operation in the United States is somewhat established and growing. Early expansion plans have born fruit and now you want to build on successes.

MATURE

The United States in key to your operation. You have an office or operation established in a city like Miami or New York metro area. You want to expand your staff strategically and create a bigger salesforce.



WHY IS THIS SO IMPORTANT?

The stage of your company will have a big influence on the strategy you will take to hire.
See the next page for more.



A KEY DECISION: HOW TO HIRE

HIRING OPTIONS

PROS

CONS

BEST FOR

YOUR PAYROLL
Put the candidate on your payroll as you would with any other employee.

- The most "traditional" route
- Easy to attract good candidates

- Can be expensive
- Will "lock" you into a hire over the long term

Mature companies that have solid growth plans.

INDEPENDENT CONTRACTOR
Candidate works independently, pays own taxes and provides own benefits.

- Good option when you are early-stage
- Logistically is very simple

- Many top candidates will avoid this scenario
- Legal issues can make this tricky; make sure to consult with your lawyer/CPA

Emerging companies

THIRD PARTY
Use a third party company to employ and provide benefits to your new hire.

- Has the same "pros" of your payroll above with more flexibility
- Affords good candidates with security

- If you are a more mature company, this may not be necessary
- Dealing with a third party

Can be a great middle ground for a both emerging and mid-stage companies



CANDIDATE PROFILE

Think about the profile of the candidate who will serve your business best. Some key questions to ask yourself:

- ✓ What stage is my business at and how will this hire influence growth?
- ✓ How do I want this person to interact with the home office?
- ✓ What candidate qualities mesh with my business objectives?

More autonomous

Less autonomous



EARLY STAGE
COMPANIES

MATURE
COMPANIES

SALARY KNOW - HOW



Make sure your assessment of what salaries you will need to budget for is in the line with the region you are seeking to target.



A simple currency conversion is the wrong approach.



Costs of living are not the same, taxes are not the same (and not that low in the US), benefits, education, just to name a few issues.

RESOURCES FOR RESEARCHING SALARIES

[glassdoor.com](https://www.glassdoor.com)

[salary.com](https://www.salary.com)

[indeed.com](https://www.indeed.com)

[payscale.com](https://www.payscale.com)

[salaryexpert.com](https://www.salaryexpert.com)

Bureau of Labor Statistics

FACTORS THAT THE CANDIDATE WILL WEIGH

Overall
compensation

Benefits

Location

Prestige

Opportunity



ACCUR
RECRUITING SERVICES

OUR PROCESS

HOW WE HELP

Top companies in the consumer goods (luxury goods, beauty, wine & spirits, and food) rely on ACCUR Recruiting Services to deliver high quality candidates to fit their complex and unique business challenges.

Let us use our powerful network to help you make a successful expansion in the United States.

- ✓ Needs Assessment: We match your needs to the best resources in our comprehensive network
- ✓ Target list: We develop an individualized candidate profile and company target list
- ✓ Long list of candidates: Let us recruit the top talent and refined based on your feedback and business needs
- ✓ Short list: When we arrive at a shortlist, we will present to you a group of candidates expertly matched to your precise needs
- ✓ Assessments: By going in depth, we make sure we find recruits who will deliver long-term.
- ✓ Offer and follow up: Our attention continues beyond your sourcing of the perfect candidate. We want to make sure your new hire transitions in seamlessly and you are happy with the results.