

Job Seekers Should Consider Benefits of Small Resellers

As the channel continues consolidating; the smaller VAR's and integrators merging with the large national integrators and distributors, how do the remaining smaller VAR'S compete with the Big Boys? Can they attract and hire qualified employees as easily as the larger corporations? When exploring a career move, consider both the smaller regional VAR as well as the larger national corporation.

As employee hiring goes, the smaller company has many advantages. It is very possible for the Owner/President (with his HR Hat on) to make a qualified candidate a job offer on the spot! You might have the chance to meet all of the employees in one afternoon. They have the capabilities to not only make you a very competitive offer but to take care of you very well in the future if you perform and remain as a loyal employee. They are adored by the large client that they service because they give this big client their undivided attention, therefore competing neck and neck with the Bigger corporation. This kind of attention given to large clients is a very important tool that might be lost when executed by a larger corporation that has many large clients to work with. If you value your opinion in company policy and decision making and enjoy "having a voice", then working for a smaller company might be a good place to help in setting policy and sharing ideas. The principals are anxious for input and welcome new ideas in being able to compete with the bigger corporations. They actually listen and could implement these ideas very quickly. Because the smaller companies are very similar in structure to a family unit, as your tenure grows so does your importance to the company and you may well be in a position to grow quickly in your career objectives.

Employee hiring within a large corporation is more policy intensive and it may extend the length of the hiring process. It is very similar but many more people are involved in the decision making. They are a large national corporation with a well established name in the industry and rarely need to advertise open positions. Because they are a large corporation, the Human Resource department has rules to follow and convenience tends to work to their advantage. After the initial interview, which involved the completion of a five page application, waiver to check references and submit to a drug test, you wonder if you will even get to discuss your career accomplishments. You wonder how many more applicants they will meet in the day; words are chosen very carefully and you will have to return for another series of interviews with the Manager, Director and perhaps the Hiring Vice President. Salary and benefits are standards within the industry; your incremental bonus potential will be raised with each anniversary you celebrate. You are impressed with the posh surroundings, the latest in technology and are excited about the potential possibility that you could be associated with this big corporation. Perhaps it's just that, an impression that an enormous corporation is a very prestigious place to be employed and that they know how to get things done, because of their name or reputation within the industry. Take a moment and examine your own personality, do you want to offer input or suggestions to get things moving? Is it important to you to be recognized? You will be

embarking into the corporate world where decisions are made by upper level executives that do not even know your name, only the numbers you turn in on the numerous reports necessary to submit to the corporation's accountants. You may never even meet the President of the corporation or the person that signs your pay check.

When searching for a new position explore all of the possibilities. Small companies or large corporations should value what you have to offer an employer. As for job security, that benefit is always a variable that can't be predicted. We have seen the success of small companies absorbed by the larger competitor work well for all involved. We've also seen the big corporations stumble when the market shifts and many are forced into the job market. Look closely at your own ideals and determine where you will fit best.