

# At Work: A temporary challenge

By Muhammed El-Hasan, Staff Writer  
Posted: 01/22/2009 10:33:26 PM PST

## RELATED LINKS:

- [Tools to get ahead at work](#)
- [» BLOG: South Bay business news](#)

Recession and growing layoffs have made job openings much more scarce these days.

That means Amy Zimmerman, a Torrance recruiter, must work harder for business.

The owner of Amy Zimmerman & Associates spends her days searching for businesses that may need her services.

Zimmerman, 49, started her company in 1993 after working for other recruitment companies for eight years.

The Palos Verdes Estates resident previously sold ink cartridges over the phone, and realized she had a talent for telemarketing.

Much of her work today is over the phone.

## What does your job entail?

I do all the marketing. I make 50 to 100 phone calls a day to companies. After I reach someone over the phone, I follow up by sending them promotional material and a handwritten note each month for the first year. On average, I get through to about 10percent of the people on the first time.

## What's your niche?

Administrative and accounting temps and direct hires.

## How's business? Are companies hiring?

Where it used to take me 50 calls to

---

Advertisement

---

get a job order, now it takes 300. Where I used to get a job every day, now I get one every six days. Last year, we grossed \$1.8million. In 2007, we did \$2.1million.

## What's the most challenging part of your work?

I think just people. I can do a great job, but I have to rely on other people. I'm dealing with people who have family members die, who get into accidents, who forget. It's hard to find good people (for clients).

## What's the best part of your job?

Delores Rose. She was a waitress at a cafe on the pier in Redondo. And she came to me looking for a general office clerk job. We kept sending her on interviews, but she couldn't get a job. So I had her come in with the clothes she wore on her interviews. It was a black skirt and flat shoes and a white blouse. She looked like a waitress. So I took her home and gave her a dress. On her next interview, she got the job. Ten years later, she's still there. If you can change someone's life, it makes you feel great.

## What's the worst part of your job?

Right now, the economy is the worst part of the job. As a salesperson, which is really what I am, I take rejection a lot. When I go home at night and I've had 50 to 100 people say no to me, it's very challenging. The hardest part is people not returning phone calls. That's very rude. I heard that all successful people return all their phone calls.

## Tell me something funny that happened at work.

We once sent a girl to an interview as a secretary for a bank president, and we told her to wear a suit. And she went in a bathing suit. We asked her why and she said, "Well, you told me to go in a suit, and I was going to the beach afterwards." We had another girl who we told to wear her best dress and she wore her wedding dress.

[muhammed.el-hasan@dailybreeze.com](mailto:muhammed.el-hasan@dailybreeze.com)

## FIND OUT MORE

Amy Zimmerman & Associates

21535 Hawthorne Blvd.

Torrance

310-798-6979



Amy Zimmerman says the economy is forcing her to be extra persistent in developing clients for her Torrance job service. (Brad Graverson/Staff Photographer)