Reimaging Recruiting - Candidate Relationships

Tip Sheet

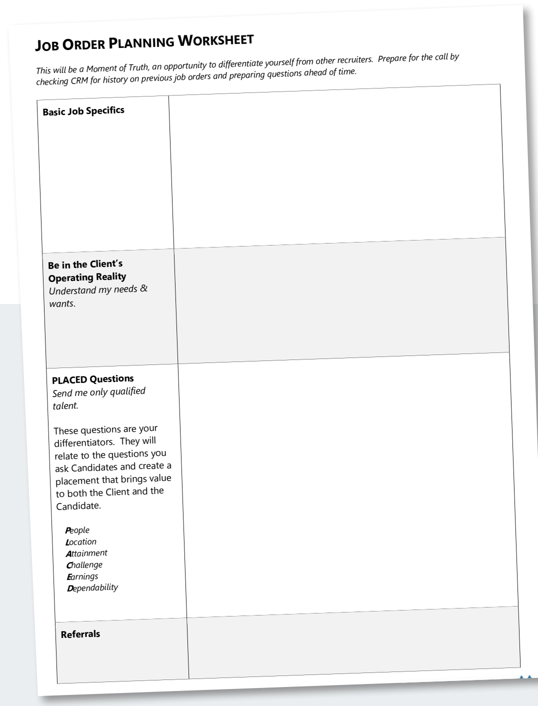
3 Areas of Focus:

1. Start Right – Great First Call!
2. Great Interviews - Candidate First Approach
3. Relationship Management -
   - Create positive Moments of Truth
   - Win the relationship, not the deal
   - Ask for referrals

Taking A Job Order

Plan questions that will:

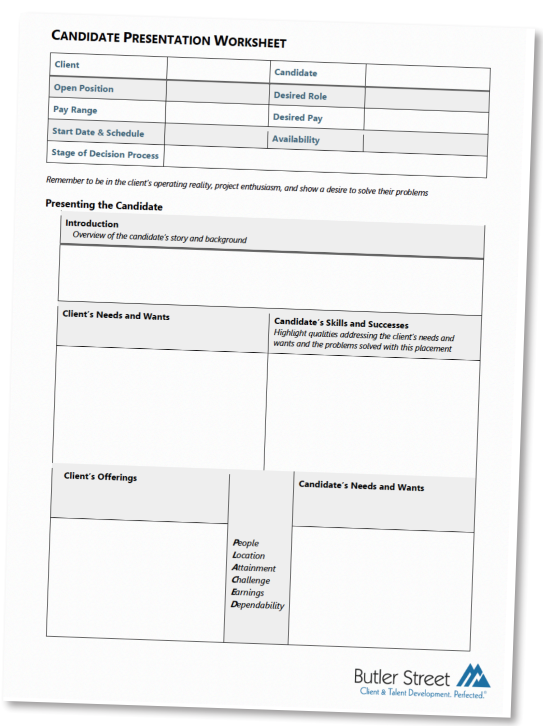
- Uncover the client's needs and wants
- Help you make a match beneficial to both the client and the candidate
- Build trust and position you as an advisor to your client
- Gather selling points for your candidate
- Generate referrals



JOB ORDER PLANNING WORKSHEET

This will be a Moment of Truth, an opportunity to differentiate yourself from other recruiters. Prepare for the call by checking CRM for history on previous job orders and preparing questions ahead of time.

Basic Job Specifics	
Be in the Client's Operating Reality *Understand my needs & wants.*	
PLACED Questions *Send me only qualified talent.* These questions are your differentiators. They will relate to the questions you ask Candidates and create a placement that brings value to both the Client and the Candidate. *People Location Attainment Challenge Earnings Dependability*	
Referrals	



CANDIDATE PRESENTATION WORKSHEET

Client		Candidate	
Open Position		Desired Role	
Pay Range		Desired Pay	
Start Date & Schedule		Availability	
Stage of Decision Process			

Remember to be in the client's operating reality, project enthusiasm, and show a desire to solve their problems

Presenting the Candidate

Introduction *Overview of the candidate's story and background*

Client's Needs and Wants	**Candidate's Skills and Successes** *Highlight qualities addressing the client's needs and wants and the problems solved with this placement*

Client's Offerings		**Candidate's Needs and Wants**
	People Location Attainment Challenge Earnings Dependability	

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Top 3 Candidate Needs:

1. Understand my needs and wants
2. Fair income
3. Care and development

Preparing to Present the Candidate

Make it easy for your candidate to be chosen

- Review candidate's background
- Understand role and priorities
- Identify historical successes
- Highlight attributes aligned to client's needs and wants
- Consider the candidate's desires and motivators
- Compare to PLACED
- Get into the client's operating reality
- Confirm the stage of the decision process
- Prepare to ask questions and gain client's commitment
- Anticipate objections and utilize LAER

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Tip Sheet

The Candidate Decision Process

IDENTIFY NEED → INVESTIGATE OPTIONS → RESOLVE CONCERNS → PURCHASE/ DECISION → IMPLEMENT

Be a Career Agent

- Provide career guidance
- Opportunities to learn and grow
- Skill improvement, training and resources
- Coaching
- Be an advocate
- Show you care and they matter most
- Seek other assignments/positions
- Communicate proactively
- Continue to nurture the relationship
- Be a recruiter that retains talent and that others want to refer

Don't forget to ask for a referral!

Online Learning Programs

Staffing Industry-Specific | Skills-Based | Interactive | Flexible | Cost-Effective

Sales Effectiveness

SE100: Sales Effectiveness Introduction
SE101: The Four Cornerstones of Success®
SE102: Advancing Relationships
SE103: The Buying/Decision Process
SE104: Planning for Effective Sales Calls
SE105: Communicating Value
SE106: Targeted Messaging
SE107: Effective Questioning
SE108: Overcoming Objections
SE190: Tying it All Together

Recruiting Effectiveness

RE100: Recruiting Effectiveness Introduction
RE101: The Four Cornerstones of Success®
RE102: Operating Reality
RE103: The Candidate Decision Process
RE104: Differentiating Messaging
RE105: Communicating Value
RE106: Attracting Top Talent
RE107: Effective Questioning
RE108: Overcoming Objections
RE109: Managing Client Interactions
RE110: Managing the Candidate Relationship
RE180: Tying it All Together

Account Management

AM100: Account Management Introduction
SE101: The Four Cornerstones of Success®
SE102: Advancing Relationships
AM110: Account Planning for Success
AM110: Minimizing Client Risk
AM112: Optimizing Market Forces (PESTLE)
SE103: The Buying/Decision Process
AM113: Identifying Account Growth Opportunities
AM114: Developing Strong Relationships
SE105: Communicating Value
SE106: Targeted Messaging
AM115: Planning Compelling Client Meetings
SE108: Effective Questioning
SE109: Overcoming Objections
AM116: Leading Successful Account Review Meetings
AM190: Tying it All Together

Leadership Effectiveness

LE100: Leadership Effectiveness Introduction
LE101: The Four Cornerstones of Success®
LE102: Impactful Leadership
LE103: Workforce Engagement
LE104: Recognizing Leadership Styles
LE105: Coaching and Performance Management
LE106: Effective Feedback
LE107: High-Performance Teams
LE190: Tying it All Together

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