

## **Recruiting: What makes an MPC?**

How do you select an MPC? Remember – you only have one chance to make a first impression – and the caliber of this MPC will be the sole determining factor that a prospective client uses to judge the caliber of you, the recruiter. You can find this individual either in the course of your normal recruiting activities or possibly as an active candidate on job boards. It could even be a candidate that interviewed with another one of your clients but was not a fit for various reasons. Beyond all other criteria, a valid MPC must only have this: a marketable skill set that can be marketed to a majority of the firms in your niche. However, if you would like some additional guidelines to help you determine the legitimacy of your MPC, review the criteria below. If you select an MPC that has too narrow of a skill set, you are opening up the door to be closed again by lack of possible openings within most prospective clients.

- *Your MPC must be better than the rest, measurable by quantified accomplishments.*
- *You must be able to define what makes this candidate different than all the other people in consideration for the same position. What makes your MPC stand out in a crowd?*
- *Your MPC must have reasonable salary, title, role, and responsibility expectations.*
- *Your MPC must have clearly defined 'hot buttons' that are able to be met by a majority of organizations in the search area.*
- *Your MPC must be able to make a move in the immediate timeframe for the right opportunity.*
- *Your MPC should have a solid work history, solid track record of success, work for reputable firms, and have solid reference checks that have been contacted prior to representation.*
- *Your MPC should work with you exclusively for a period of time. If unsatisfied with the result, they can pursue other recruiters/outlets, but they must work exclusively with you during the timeframe you've predetermined with the MPC.*
- *Your MPC should show a high level of respect for your role in the placement process, and should be an individual you can get excited about representing and have good chemistry.*