



NEXT LEVEL
Recruiting Training

Candidate Series

Module 2

Effective Recruiting Presentations

Training Workbook

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Effective Recruiting Presentations ● ● ●

There are different approaches for...

- Different markets
- Different industries
- Different geographies
- Different functions
- Different levels

Presentations have three components:

1. ¹_____

2. ²_____

3. ³_____

GATEKEEPERS – Four techniques:

1. “Working on a ⁴_____”

2. “Referred by a ⁵_____”

3. “It’s a ⁶_____”

4. Be ⁷_____ & ⁸_____



1. Use written 1 _____ & 2 _____

2. Be 3 _____

- Every performance is a 4 _____
- 5 _____ is the mother of all learning
- 6 _____ is the mother of all learning

3. 7 _____

- Long enough to cover all the important details but short enough to keep their interest

4. Create 8 _____ and 9 _____ content

5. Maintain a 10 _____ attitude

- Be fully present and confident
- You choose your own emotional response to any set of circumstances

“Champions aren’t made in the gym. Champions are made from something they have deep inside of them...a desire, a dream, a vision. They have the skill and they have the will. But the will must be stronger than the skill.”

-Muhammad Ali



6. Remain ¹_____

- Never lose your authenticity
- Never lose your sincerity

7. ²_____

- Inflection
- Tone
- Speed

8. ³_____

- Paint a picture with words

*“Words are, of course, the most powerful drugs
used by mankind.”*

- Rudyard Kipling



9. Read ¹_____

- Listen for feedback
- Learn from feedback
- Solicit feedback

10. Record ²_____ (if permitted)

- Game-filming
- Role playing with peers

11. Recruiting ³_____

- Saying the name of the organization

12. Track the ⁴_____ of different ⁵_____

- Feedback tells you how well it works



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Recruiting Messages & Approaches ● ● ●

First Step: *Confirm that the person you are calling is the person that you want to speak with!*

1. 1. _____

- No searches
- Searches lack sizzle
- Variety of similar searches

2. 2. _____

- Good - eliminates game playing
- Bad - eliminates candidate volunteering themselves



6 Recruiting Messages & Approaches

3. 3 _____

Example of Indirect Recruiting Presentation

Good morning/afternoon John, this is Jeff Kaye with ABC Recruiting.

I specialize in brand management and marketing communications recruitment exclusively in the consumer products and health and beauty aid market. My organization is an active member of the Association of Consumer Product Brand Managers. In researching the market, I understand that you are a knowledgeable individual and as such might be able to give me some advice, suggestions or perhaps just a lead in the right direction on a confidential search I'm working on for one of my clients. (Pause) So, if you have a few moments to spare in confidence, I'd like to share a snapshot of that opportunity and see what suggestions you might have. [Pause]

The product manager position reports to the Vice President of Marketing who is a dynamic leader and charismatic industry speaker and authority and has established herself as an industry expert in the widget market. The position will be responsible for the entire marketing campaign for this blockbuster widget product with worldwide sales in excess of \$300 million and a very healthy advertising budget to go along with it. It's a phenomenal opportunity for someone who enjoys not only working with some of the premier outside advertising agencies, but also for someone who enjoys presenting regularly to the organization's senior leadership.

The generous compensation package is designed to reward those individuals who are interested in rapid career advancement. The company has been recognized as a pioneer in packaging and product placement and has a reputation for their very close knit and award winning culture.

It's located in a major metropolitan area in the southwest that offers affordable housing and low state income taxes. For the right individual, they will offer that one ingredient that most career-minded professionals seek when considering a career enhancement and that is the opportunity to actually own part of the organization through a potentially very rewarding stock option program.

So, I guess my question to you is this, on a confidential basis, who can you recommend to me that may be happy where they're at, not necessarily looking, but potentially receptive to hearing about a career enhancing opportunity like this?



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Recruiting Messages & Approaches



*The Formula of B.R.O.C.C.O.L.I. :

B = ₁ _____

R = ₂ _____

O = ₃ _____

C = ₄ _____

C = ₅ _____

O = ₆ _____

L = ₇ _____

I = ₈ _____

**The order is not important*



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Recruiting Messages & Approaches

4. Career Manager & _____

- Marketing yourself and your expertise as a career manager

Example of Fused Market Master and Career Manager Presentation:

Hello Sally. This is Jeff Kaye and I lead the Gizmo search practice at XYZ in Dallas. We've been recruiting in the widget industry for ten plus years and in that time we've seen lots of changes in the Gizmo industry, recruiting and hiring. There is one approach that has remained consistent and that's one where the recruiter that knows very little about you or the potential job, calls you up weekly, if not daily, about the most incredible position ever and who knows very little about you, knows very little about the opportunity and then asks you the question of who you know that might be interested in the position. They then, of course, dance around the game and ultimately gets back to say, "Why wouldn't someone like yourself be interested" when they were probably thinking about you in the first place. Sound familiar?

Well, I pride myself on being a market expert and really knowing about the clients that I work with and the candidates that I represent. I believe that recruiting is not about awesome, stellar or incredible candidates and positions but about awesome, stellar and incredible matches. A few of my competitors may place more people than me, although I doubt it, but our retention rates are second to none and that is because of the time and care that we put into each individual we work with.

As you know, there are less than 200 established Gizmo companies, what there's maybe 50 start ups out there with potentially viable widgets in development and maybe a couple of dozen sizeable consulting firms for this particular marketplace. Out of that universe of, what about, 300 potential employers, many are going to be located in places you would not consider moving. Many will have departmental structures that compartmentalize your function or minimize it, or they might treat you like a service group. Many will not develop products in the area that's of interest to you and some of those that do will not be able to afford you or even allow you to explore some of the areas that might be of your interest.

The bottom line is that there are probably not that many organizations that you truly potentially could A) be a good fit for and B) be interested in. In order to make the right match, one must spend quality time understanding the skills, interests, aspirations, and motivations of the potential candidate, someone like yourself, and then also have good deep information on the corporation's job opening, department, people, benefits, etc. As such, I would like to invite you to partake in a conversation with me where I will ask you some questions that will allow me to better know you and if any current opportunities would be relevant to you. Can we spend some time now, or would you prefer that I call you later? (If later, give two choices of time)



6 Recruiting Messages & Approaches

5. Written posting, ad or 1 _____

- In addition to your verbal presentation
- Focus more on what client has to offer a candidate

6. 2 _____

- Long enough to cover the important details
- Short enough to keep their interest

5 Voicemail Types

1. 3 _____

2. 4 _____

3. 5 _____

4. 6 _____

5. 7 _____



“Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but rather we have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit.”

-Aristotle

Nothing is fully learned until it is implemented!



Let's Put It All To Work

- *** Be sure the content is *compelling and differentiating!* *****

[illegible]

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2. Vocabulary:

Create a list of words appropriate for your market that is different than what you would typically use:

_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Use this form to track the effectiveness of different presentations you will use.

	Recruited Candidate	Got Referrals	Got Information
Presentation #1			
Presentation #2			
Presentation #3			



4. Generic Presentation:

Write out a generic presentation below to use as a comparison to a specific one.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

5. Create at least three different voicemail presentations and then track the different rates of response to see which is most effective.

1. _____

2. _____



3. _____

6. List at least one action that you will take and master as a result of an idea/concept presented in this module.



Answer Key

Page 2:

1. Introduction
2. Body
3. Close
4. project
5. colleague
6. personal call
7. affable
8. assumptive

Page 3:

1. presentation
2. memorize
3. consistent
4. command performance
5. Repetition
6. Repetition
7. Duration
8. compelling
9. differentiating
10. positive

Page 4:

1. natural
2. Delivery
3. Vocabulary

Page 5:

1. your audience
2. yourself
3. in the open
4. effectiveness
5. presentations

Page 6:

1. Generic
2. Direct
3. Indirect

Page 8:

1. Boss
2. Responsibilities
3. Opportunity
4. Compensation
5. Career Path
6. Organization
7. Location
8. Incentives

Page 9:

1. Market Master

Page 10:

1. Email Blast
2. Voicemail
3. Detailed
4. Slight information
5. No information
6. Mystery
7. Specific referral

