

Type of Call: Direct Recruiting Presentation Call #1

Key Takeaways:

- The recruiter leading the call immediately introduces himself, his firm and specialization and then asks the candidate, “*are you able to talk privately?*” The intent of this question is to help put the candidate at ease, but **be prepared for the objection** of “*I’m not interested*” or “*I’m happy*”. The following are just a few examples from the NLE Library for Recruiting Objections and Rebuttals:
 - *“I understand that – and actually, the only people I recruit are the ones who want to be recruited. So if that’s not you – no problem. What I am doing is giving you the opportunity to gain insight and learn about your market from someone who speaks with your competitors all day long. The risk is that we spend 15 minutes together, and nothing comes from it directly or even indirectly. The reward is that, possibly either now or in the future, that investment of time results in a profoundly positive life changing experience. If, at the end of this call, you haven’t felt it was a good use of your time, tell me and I won’t call you again. That said, would you prefer to talk this evening or can you speak confidentially from your office?”*
 - *“That’s awesome to hear. Happy as in you just got back from your week-long all expenses paid vacation on your private yacht that your CEO bought you because you are so valued there, or happy like I’m not the first recruiter to call you this week and you are in the middle of something and don’t have time to talk?”*
- If you’ve ever suffered from a call being disconnected (whether intentional or not), how nice would it have been to have already **had a contingency plan in place**? This recruiter addressed the probability of this happening once the candidate stated that he was “*in the hills of Pennsylvania*” by giving a definitive action plan of trying to continue with the call and if getting cut off, calling back or alternatively just arranging to talk another time.
- Trying to establish rapport with candidates over the phone can sometimes lead recruiters to the temptation of filling in the blank parts of the conversation where the candidate isn’t responding or participating. Remember that **just because someone isn’t responding doesn’t mean that they aren’t listening or that they aren’t interested**. Here the recruiter delivers a clear bio of himself to the candidate but fills in silences by repeating “*10 years*” and asking to “*talk privately*” three times while already talking privately.
- When you are only given someone’s name through as a referral, it’s usually a best practice to **validate that the referral has the right background first** and then decide whether or not to continue with your presentation. By asking “*could you give me a synopsis of your last 10 years and what it is you are open for if you were open minded for change?*”, the recruiter does just that. This both encourages a dialogue between recruiter and candidate and gives the recruiter time to really understand what portions of the role to emphasize with the candidate (selling points which will enhance the presentation) and to identify areas about the person’s background where the recruiter may need to question more deeply to determine the candidate’s fit.