

## **Type of Call: Direct Recruiting Presentation Call #2**

### **Key Takeaways:**

- Depending upon your area of focus and the people and personality types making up your potential candidate pool, a candidate hearing that another company wants to have a conversation with them almost always guarantees that that candidate will speak with you. **Knowing the personalities of the candidates in his marketplace**, this recruiter jumps right to capturing a Type-A personality's attention by saying, *"we have a client that's interested in us having a conversation with you"*. A different approach with this candidate may not have captured the candidate's attention yielding a possible dial tone in the recruiter's ear.
- Again, based on your knowledge of candidate's personalities, egos and tendencies for your market - **know what information to give out and when**. In this specific example, the candidate works as a broker so the recruiter tells the candidate who wants to speak with him (*"do you know (Name)?"*), his title (*"he's the Managing Director for (Client) here in Dallas"*) and then gives the reason why his client wants to talk (*"one of the reasons he's interested in visiting with you has a lot to do with..."*).
- Beware – sometimes there is a hidden danger in giving out too much information too soon to candidates, and if you are the only one talking, candidates will try to get off of the phone with you. **Recruiting calls should be "all about them"**, not us.
- Knowing **how you will respond to standard recruiting objections** is pivotal in every conversation you have as a recruiter. When this candidate says that he'd *"never join another team"*, the recruiter was prepared and immediately started to probe for better understanding by asking *"what is it you like about your current situation?"* and *"If you were going to pick 1 or 2 things you don't like about your current role, what are those?"* As a result, the candidate provides what seem to be honest answers
- When probing for areas of possible career pain, be **prepared with unique and insightful questions**; if you ask the same questions that other recruiters ask, you will get the same answers. You have to be able to help candidates understand that which they don't know they don't know. By asking insightful questions, you can help your candidates start to understand their true aspirations, motivations, and desires.
  - *When you are venting to your spouse after work, or to the guys at happy hour, what are you typically frustrated with? Are there reoccurring vents that never seem to change?*
  - *How long have you been in the role that you're in? Is that your decision?*
  - *When you lose business or clients, what key factors caused that to happen? Why does a client choose to go with a competitor, over your firm?*
  - *Are there any types of projects, clients, or areas that you haven't been involved with yet that you would like to be? Does your company work in those areas?*
  - *If your team had a larger budget, what resources or tools would you ask that they invest in to help you with your daily, quarterly, or annual goals?*
  - *What would you replicate from previous companies or departments in which you've worked?*



NEXT LEVEL  
**Exchange**

- This recruiter doesn't press the candidate into being interested. Instead, he recognized that the candidate wasn't right for this opportunity. Still – rather than just saying “*thank you, may I keep in touch*”, he started to **capitalize on the time he had with the candidate** and tries to differentiate himself with the candidate by giving more background on himself to build further credibility with the candidate in hope of having “*an opportunity to have a productive conversation sometime again*”.

