

Type of Call: Direct Recruiting Presentation Call #4

Key Takeaways:

- Without realizing it, recruiters sometimes tend to ask questions that are grouped in bunches, without giving the prospect time to answer in between. Typically, when someone is asked multiple questions at once, they are able to provide an answer to only one of the questions. In this audio clip, the recruiter is alluding to the right questions with *“I want to understand a little bit more about you, where you currently are in your career and what an attractive opportunity looks like to you so that if this role isn’t quite the right fit, I can provide you with a more suitable opportunity in the future”*, but it would have been more effective to **ask each question individually**.
- Regardless of how perfect a script, how proficient you are at countering objections and how you think that a call will go, **a good recruiter must be able to change gears to keep pace with where a conversation is going**. In this call, our recruiter does just that. After asking the candidate to talk about himself, the candidate answers with a question of his own – for her to take him through a snapshot of the need so that he doesn’t waste his time if the fit is not appropriate to him. When using the direct recruiting approach, this is one of the risks you run!
- The recruiter **takes the assumptive approach** to asking the candidate of his level of interest with, *“What are your thoughts?”* Because the candidate did not voice an objection when the recruiter disclosed the name of her client she continued to close the candidate with *“Would a further discussion be something you are interested in?”*
- Ultimately, the candidate was not interested in being considered for this role. When this was acknowledged, **the recruiter continued to qualify the candidate for future contact and future opportunities** with, *“if this isn’t quite what you are looking for, what would be something that is attractive to you in the future, it’s just nice to understand where everybody stands?”* Other questions that could be asked:
 - What’s a 7 that could be a 10? Every company does certain things well, but what is good that could be even better?
 - When was the last time you received a review? Did you agree or disagree with the feedback your boss gave you?
 - Wave a wand – what immediate changes would you make to the support systems, structures, or team that would help some of the pressures to increase productivity or efficiency?
- When on the phone with candidates, **acknowledging that you understand** or are in agreement with or are on the same page with what the candidate is saying is important. But you also have to be conscience of word selection and the possible overuse of the same word. *“I definitely”* and *“they definitely”* were overused.
- Once the candidate says that he’s not interested in the role, the recruiter **flipped the conversation to asking for referrals**, and she gets one. But the recruiter fails to even thank the candidate for the referral!

- **Never end the call without asking a “hey, real quick” question.** Think about whatever information would be helpful for you to accomplish the objective you’ve set forth for yourself. A few examples:
 - *“What’s the name of the person who hires for your department?”*
 - *“The last few recruiting calls you received – what companies were those recruiters calling about?”*
 - *“The last person who left your firm – where did he or she go?”*
 - *“I know (name) but don’t know what they do – what’s his/her title?”*
 - *“I know (name) left recently – do you know where he/she went?”*
 - *“What company would you say is your closest/biggest competition?”*
 - *“The last project you were awarded – what firms did you beat on that project?”*
 - *“What departments within your firm aren’t fully staffed right now?”*
 - *“Can you shoot me an email with a directory from your past/current company, or an org chart?”*