

Type of Call: Direct Recruiting Presentation Call #5

Key Takeaways:

- When returning calls back to your candidate, thank them for reaching out, tell them your name and jump right in to your presentation. When a candidate returns your initial call asking you to get back in touch with them – that’s a buying signal – they are interested. In this audio clip, the recruiter dives right in to the specifics of the role.
- Did you catch how the recruiter **placed himself into the role of his client** in describing the specifics to the candidate? In the presentation, the recruiter said, “it’s part of our expansion at our 225 bed facility, and we wanted to bring somebody on before...” and not “it’s part of their expansion at their 225 bed facility and they wanted to bring...” This small change makes a big difference when it comes to sounding like a true extension of your client’s internal hiring team.
- The candidate was certainly interested in the role, but objects to the relocation condition (in his case). Here, the recruiter does a good job of following up to that objection asking **clarifying questions to better understand the true resistance**, both “*Maybe in the future?*” and “*What is it that’s tying you down – family?*”, when the candidate says that he has lots of ties in North Carolina and cannot relocate at this time. Other options for responding to this concern:

- *That’s a valid statement, but let me be clear - we aren’t really talking about making a monumental decision on relocation at this point, because we’re just 30 seconds into our conversation. I don’t want you to discard the opportunity just because of the relocation variable. I think an approach to this opportunity would be to at least decide on the opportunity itself first. You may sit across the table from someone in the organization during an interview and know within 10 seconds that there’s zero chance you would ever work with them, which then makes the relocation conversation irrelevant. However, you may sit across the table and within 10 seconds be thinking “where has this leader BEEN my entire career?!”*

Let’s remove relocation from the table altogether so you can decide on the opportunity itself first. I’m not asking you if you will leave your company today, but are you open to the possibility that this could advance you professionally? If that answer is “yes” or “possibly” then that’s all we need to discuss now – not what the offer would need to be or how your family feels about relocation or anything outside of giving you more information so you’ll know if the possibility could turn into a reality. Does that sound fair?”

- *“While you clearly seem to have some roots in (City), what it comes down to is this: If you’re truly serious about wanting to advance your career, opportunities are slim within a (# of mile) radius of where you are. I know this because I talk to 100 professionals in the (your industry focus) space each week. The lack of opportunities in your area is something you will have to face in your career - whether that is today, tomorrow or ten years from now. Are you at least open to hearing about opportunities that advance you farther than you are today but require relocation?”*

- Here, the recruiter transitions quickly into an indirect recruiting approach by informing the candidate about his firm's referral program, asks for referrals and the candidate immediately thinks of a couple of people, but needs to track down their contact information and get back to him with the details. **A simple habit** that many recruiters do not create for themselves and for their success is in consistently asking for referrals, or in not giving candidates a compelling reason for wanting to help with giving a referral.
- The recruiter **seeks agreement** with the candidate on how both parties will follow up with each other regarding the referral information and also **places urgency** on the candidate by asking *"do you think that's something you could get for me by the end of today, or do you need to take the weekend for that?"*.
- The recruiter ends the call by bringing the candidate back to the question of relocation. This is a great move by the recruiter so he'll know what opportunities by location he can present to this candidate **in the future**. However, this question would have fit into the conversation better when the relocation objection first surfaced.