

Type of Call: Direct Recruiting Presentation Call #6

Key Takeaways:

- *“I wanted to have the chance to talk to you because”* is unnecessary and can be removed from the introduction paragraph in order to **get to the purpose of the call quickly**. *“I wanted to have the chance to talk to you”* is implied, and does not elevate the introductory dialogue.
- Very little sizzle was shared outside of the kind of work the company did and the titles they are looking for. Nothing was demonstrated in terms of information that the recruiter has insight to due to her relationship with the client; this could have easily been information that was pulled from a job board and does nothing to highlight anything unique about the company or opportunity. The opening moments of the call are most critical, and **your candidates will decide in the first 15-30 seconds of the call** if they want to continue to invest time with you.
- This recruiter does a good job of asking questions, but the line of questioning makes her assertiveness come across as being forced. It almost seems as if she’s asking questions for the sake of asking questions vs. **have a conversation with the candidate**.
- Asking a candidate for additional information on their company is a good practice to follow because of the industry information it often produces which will help to educate you even more about your area of specialization. However, the **questions need to be more than the basic information you could glean from a corporate website or from Google Maps**. Candidates feel that this basic line of questioning is just to keep them on the phone. That’s not meaningful conversation and can be damaging to any credibility which may have been established in the conversation.
- *“I didn’t know too too much about your specific company”* should be reworded to *“what I know about your organization is (a and b), what I didn’t know was (c).”* This at least **demonstrates a slight bit of industry knowledge and insight**. The candidate started losing interest in a continued dialogue when the recruiter did not demonstrate industry knowledge.
- Is the recruiter’s attention so focused on typing the candidate’s responses (heard in the background) that it’s the cause of conversation to feeling like it’s being forced. It may or may not be the case, but either way, the recruiter did not pick up on the candidate’s answers turning to “uh-huh” and “yep” which is a sign to of the candidate losing interest in the call. Maintain 100% focus on the conversation and **record the call in order to go back and type information in later**.
- Asking about residency and where someone would go is a good thing as it helps to qualify for potential future contact with the candidate. But did you notice the agitation in the candidate’s voice when the recruiter continued to ask questions about Oregon? This was **asked and answered - move on!**
- It was good for the recruiter to share how she operates and the focus of her search practice, but this part of the conversation is entirely misplaced. The better time for this to have happened would have been once the candidate said he was happy. The recruiter could have more easily moved the discussion along with, *“I know you are at work. I’d like to have more of your time – maybe a few more minutes now with you and then a scheduled follow up”*.



- Lesson Learned: What the recruiter think's is important to tell or ask the candidate isn't always what's important to the candidate in a conversation.

