

Type of Call: Indirect Recruiting Presentation Call #1

Key Takeaways:

- What you don't hear in this audio clip is the first 20 seconds of the conversation where immediately the candidate blurts out *"I'm not interested"* after the recruiter tells the candidate that he is a recruiter. **The recruiter smoothly follows the candidate's lead** and asks *"what are you doing currently"* following up with giving the details of the last conversation he had with the candidate: *"you were doing (function) as a (firm/company)"*.
- Rather lose the opportunity to speak with a professional in his field of expertise, the recruiter was prepared to keep the conversation going and ascertain more information from the candidate. **Would you have just caved in like most recruiters and said something like, "well thanks for your time, may I keep in touch and send you my contact information?"** Would you have stumbled in your response in trying to figure out how to continue the conversation, causing the candidate to simply hang up or asking you to never contact them again? Review the Recruiting Objections and Rebuttals section of the NLE Library if you need help responding to this type of initial recruiting resistance!
- This audio clip starts with the recruiter indirectly asking to tap into the candidate's circle of connections: *"I was trying to get a little bit of help. I was looking for somebody who would be good in a (function/title) role. I figured you might be the right person who would know."* Although simple and straightforward, this sounds similar to how a lot of other recruiters can open up the phone call. What could this recruiter have said here that would have started to elevate the conversation and possibly begin to separate him from other recruiters this candidate hears from?
- *"I don't know anyone"* is a pretty standard recruiting objection and the recruiter was prepared for it. He *"wasn't expecting for her to name anybody off the top of her head"*. However, think about the question that was asked and answered – **what is a better way to pose the question to set up a different answer?** If you hear a lot of *"I don't know anyone"* responses, consider completely changing how you ask the question.
- He then verifies her contact information to be able to send her some of the job details, **keeping the door open for the candidate to think of someone over the coming days**. Notice how easily the recruiter is able to switch gears to keep the conversation going.
- Do you have a referral program within your firm? Do you sell it to everyone you come into contact with? This recruiter does, and in a way that even if the candidate was only being polite in the call by saying that she would keep her eyes open, the recruiter's request for helping with a referral **was probably taken more seriously** by the candidate just by mentioning the referral bonus to her.
- Think through the following – how is this candidate smarter about her competition after this phone call, or more prepared to perform competitively in her role, or aware of the reasons she would call this recruiter even if she's not interested in a new opportunity? What did this recruiter do to add value to the candidate's current situation, be memorable for the next phone call, or prove his level of industry insight? **What do you do?**