

## **Type of Call: Indirect Recruiting Presentation Call #4**

### **Key Takeaways:**

- In clarifying why it is that the recruiter is reaching out to this specific individual, he states that *“I just read the notes from a guy you had spoken with in the past and he mentioned that you may be good to reach out to for these kind of opportunities”*. Although true, this is missing an opportunity to **elevate the conversation and make the candidate feel important**. Nobody wants to know that their name is in a database or that notes from conversations are being recorded. Instead, consider revising to something along these lines: *“You were referred to me by (name of colleague within search firm organization), one of my partners. We were discussing this opportunity and s/he said you stood out as someone who would absolutely be a great person to talk to. Are you in a spot to talk, or at least listen?”*
- The recruiter shares that the client they are working with is a firm that not only builds projects, but is an owner/manager of them as well. Make sure, with the selling statements you make, to clearly articulate what it means to the candidate. Remember that it’s important not to assume that candidates follow where you are going with the statements you make – connect the dots and **made sure that they are actively thinking about the selling points that YOU want them to think about**. The sentence could be expanded with *“as you know, with an owner/manager organization, it’s the opportunity for you to....”* Since the statement has now been expanded to articulate the possible benefits for this candidate, you might find that you have a much higher interest level among the individuals you are speaking with.
- This recruiter spent a great deal of the presentation articulating what the client was looking for – needs a person with retail experience who has a great deal of it, and on a national basis. Very little was said about why, if this candidate HAD been that person, it was an opportunity worth considering. Remember that the intent of your sizzling presentation is to set a “hook” to **attract the candidate FIRST**, and screen SECOND. Keep the job order information to yourself, and create a strong script that will attract the highest number of candidates possible. Once you have the candidate engaged in a conversation, you can then ask questions like , once you have them engaged in a conversation, you can ask questions like *“what retail projects do you have experience with”* or *“tell me about your experience working nationally versus the local market”*. The purpose of an effective recruiting presentation is to sell first and then screen second, so keep that in mind.
- If you have the opportunity, **listen to your own recorded calls**. You will pick up on statements that are unnecessary, or do nothing to create a relationship with the candidate, such as *“you had been listed as an estimator – I’ll change that back over.”*
- When asked *“who do you know?”*, the contact responds with *“I need to make a few calls, check around. Give me a shout back in a day or two.”* A good response at this time would be **“what makes you think of them based on what I just described?”** If you are met with a stumbling silence, it’s likely that this is a polite way to get you off the phone. If you are met with qualifying information, continue to ask questions to assess how viable of a referral this person actually has.
- Pay close attention to how you structure the question you ask; *“I don’t know if anybody comes to mind”* gives an automatic out to the candidate. **Structure your questions in an assumptive manner** and ask specific questions when it comes to name gathering.