Additional Name Gathering Techniques

- When you find a candidate who is interested in your opportunity, or perhaps isn't a fit for your current search but wants you to keep his or her information on file, ask that candidate to send (six as an example) names of references along with the resume. If you want to make sure you don't get a list of high school guidance counselors and youth pastors that are references, specify that you need two individuals they've reported to, two peer level references, and two individuals who reported to them. You might find that this is an easy request, especially with those candidates who are eager to send along their information. Simply ask for a list of professional references that you can keep on file if things move forward.

- Begin using the LinkedIn Events app which is part of LinkedIn regardless of your level of membership. LinkedIn Events allow you to create an event and publicize it across the entirety of LinkedIn. You can also search LinkedIn Events for events which may be of interest to you. When searching for events, you can search for future events or past events. When an Event is created, LinkedIn users "register" by saying that they are attending, are planning to attend or are presenting at that event. The benefit of this to you is that you get access to that list whether or not you "register" for the event. This is a partial list of attendees because a LinkedIn Event is NOT the actual event's registration page – but someone from the event (most likely) created the LinkedIn Event for publicity – and you as a recruiter get to utilize that list.

- Monitor the websites of the companies in your niche. Either start with the largest firms, or start with the ones geographically closest to your client, or start with the companies that begin with the letter "A" – it doesn't matter. When you are looking on the sites, what are you looking for? Names of individuals in leadership roles are usually the most prevalent names you will find, or possibly even an organizational chart, articles about the company, or recent announcements. How else can company sites be useful? Dig a little further beyond the homepage and you might find a section with company newsletters; newsletters are packed full of information like new hires, birthdays, anniversaries, promotions, celebrations – all information that's great for you to have. What else are you looking for? Go beyond the obvious of finding actual names, and look for any information that would allow you to call in to that organization and get further information. For example, if you are placing individuals in construction and see that they just landed a specific project, you could call and ask for the person in charge of that project. If you are in consumer products and see that they just landed a big account, you could call and ask for the person in charge of sales for that account. If you are in financial services and see that the company just opened a new office, you could call and ask for the division manager in charge of that office. Last? Look for any associations or affiliations that this company might be involved with – it will give you a great understanding of alternative places you can look for industry information and networking opportunities.

- Call in and ask for a department that is not screened heavily – it could be by asking for whoever is in charge of hiring, or whoever is in charge of accounts receivable, or whoever is in charge of payroll. Once you get the accounts receivable representative on the phone, act confused and possibly a little frustrated:

  > *"(Name), I'm not sure what's happening here – I need to be put through to the National Account Manager and somehow I keep getting transferred to you. Please don't send me back up front because clearly there is a disconnect here. Can you tell me the extension of the account manager please just in case you transfer me and we get disconnected, I don't want to go through this again? Thanks – you've been such a help."*

  That individual you've been transferred to more than likely isn't as trained as the gatekeeper to screen calls, and will be more helpful than not.

- Mine through voicemail systems before and after hours. This is not the most sophisticated approach, nor will it yield you the most targeted results, but it is valuable in those circumstances where you place the majority of the types of positions that exist within an organization. The recording will then prompt you to spell the name of the candidate – try simply pushing the number 2 – which covers names that start with the letters A, B, and C. If you have the ability to record your calls, you can simply record as the directory is going through the names, or you can write them down to compare later to what you currently have in your database associated with that organization. Even if you don't know the titles of the people you are pulling off of voicemail, don't worry about it – any name, in most situations, is better than no name at all. Enter that individual's information into your database, and schedule some time to do some research off-hours to get a better understanding of what they do and what their background is.

- Build a lead sharing network with 5-10 of your closest fellow recruiters or business contacts. Come across a great person you could never help directly? Openly share them with the network you just created. Have your network meet once a month for breakfast to share market and candidate information gathered individually over each month. Share your needs, ask for help, and keep in touch with everyone in the group on a weekly basis between monthly breakfasts.

- Institute a referral fee program at your firm if one doesn't already exist.

- Leverage any renewable/recyclable/continuous job postings you have available. Any time you are not using the posting for an actual search, use it for any upcoming searches you anticipate having and do some advance talent pooling or to continuously strengthen talent pools in areas in which you typically work. Increase your ROI with the tools you already have!

- Leverage search agents with any job board subscription you may have (Monster, CareerBuilder, Dice, Ladders, etc.). These agents run nightly and most boards allow you to export results individually to an email address or directly into your ATS/CRM.

- Don't recreate the wheel every time a search is awarded. Review candidate lists from previous, similar searches you've executed. Review everyone - not just the candidates you submitted to your client for their consideration. What may have ruled a particular candidate out of consideration for a past search may rule them IN for this search!

- Who do you already have in your ATS/CRM that you've never connected with? Not every search has to start from scratch; this is why you use search agents from your paid board subscriptions to build talent communities in your database continuously and why you leverage your job postings, too.

- If you took complete Candidate Data Sheets on the candidates you have worked with in the past, who were the people they reported to up-line and who were peers and who were their reports? Leverage those contacts as possible candidates or leads to other referrals.

- At least monthly, most recruiters or search firms receive an email (or several emails) offering an opportunity to purchase lists of names in a given discipline and industry. Compile and keep those emails organized and when the time comes that you really may need to consider purchasing a list as an option, you'll have already built a "library" of vendors who sell lists.

- Network with peers, competitors, and colleagues who are attending major trade shows or conferences. Offer to subsidize part of their trip or attendance costs in return for them providing you a copy of the attendee's list they will receive after the conclusion of the event attended.

- If you are located in a larger city, explore the option of utilizing your local library; many larger cities have Business Reference Librarians on staff. Use them to your advantage. If you ask them to research names, they'll do it. It's a free service paid for by your local tax dollars.

- How often to you keep in contact with all of the professionals you've placed in the past? Hopefully your contact with them is frequent and not just a birthday card (although that's a good start). Leverage the good work you've done to secure good leads in the future. Once placed, ask a candidate for the organizational chart from their old company as well.

- What common interests do the people you need to share and have in common together as a group or as a personality type? Are there professional associations to which they belong? Are there any clubs that they may have in common (like a car enthusiast group or club, hunting club, etc.)? Figure out how to target those groups or associations for leads.

- Start a LinkedIn Group based on a particular interest or skill; one recruiter in particular has done this in his space and it has grown to about 3,600 members. As the group owner, you have direct access to phone numbers and email addresses to everyone in the group whether or not they are 1st, 2nd or 3rd level connections.

- Contact the major outplacement firms; their clients are the companies who are laying off workforce. Drake Beam Morin and Lee Hecht Harrison are the two widely knows outplacement firms. Once you are registered with them, you have complete access to search their entire free database of active candidates and executives.

- Check with your local Chamber of Commerce, Better Business Bureau, and civic organizations like the Lion's Club, Rotary Club, Kiwanis Club, etc. These organizations are loaded with local businessmen and businesswomen who serve as potential leads for names, and you are able to give back to your community by serving through your affiliation with any of these organizations.

- Talk to local restaurants about sponsoring their "fishbowl" contest. You pay for the meal for whomever wins, but you get to keep all of the business cards. If the higher-end restaurants of your audience don't have a current "fishbowl", consider creating one with a bottle of wine or box of cigars as the incentive.

- Sponsor a CEO roundtable, inviting CEOs you have done business with in the past (or that you want to do business with in the future!) and have them discuss whatever the pressing issue/topic of the day is for your industry. Charge $50 for guest attendance (which is given to charity) and registration is required. Invite business leaders, senior executives, etc. from your entire community. As the host, you get presentation time, a chance to grandstand for a few minutes, everyone thanks you for pulling the event together and you get the complete contact details of everyone who attended. Your cost is the hotel conference room and probably a nice gift for the panel of CEOs. If you know someone in the printing industry well, maybe they can contribute the printing for you as your proceeds are going to charity.

- Get back in touch with personal past employers. Who are the people you personally either reported to, managed directly or had as peers? Who might they recommend or refer to you? They may jar your memory of your own network!

- Start from the beginning – your client! Ask your hiring manager the originating companies of all candidates interviewed to date for the role, or ask your client to supplement your list of their direct competitors. Consider also making it a habit of asking for your hiring managers to send you all of the resumes they receive from postings or external referrals – not so you can receive credit for a possible placement, but so you can network with them and possibly place them in the future.