

Visitations

Presenter: Richard Fernandes, CEO of The Staffing Exchange

Richard Fernandes is the founder and CEO of The Staffing Exchange. He has been in the recruitment industry for over 25 years as a recruiter, owner operator and now a dedicated trainer. He has trained hundreds of recruiters and is ranked as one of Canada's TOP 100 most influential leaders in the multibillion dollar staffing industry. Richard founded The Staffing Exchange in 2002 as a firm commitment to the training, certification and licensing of Career Brokers.

In this episode, he talks about client visitations. When Richard entered the industry 25+ years ago, all we had was a phone, the yellow pages, a fax machine AND a handshake! There was no internet, CRM technology, texting, voicemail, tweeting, Facebook or LinkedIn. Yet, he billed as much as some of the big billers of today with all their new age technology. How was that possible? It was because he built stronger and more personal client relationships face-to-face! Richard discusses 2 methods of client meetings: CLIENT VISITATIONS and CLIENT EIOs or Employer in Office.

Meeting: "Visitations" by Richard Fernandes

If you are reviewing this episode with a team, watch the entire Episode. Use the notes below to implement the best practices provided.

(Facilitator): Abraham Lincoln is quoted as saying, "Give me six hours to chop down a tree and I will spend the first four sharpening the axe." As recruiters, this may not always be our first instinct! The ability to think on your feet, find immediate solutions, and be comfortable with whatever a prospect throws your way are all skills that can turn a good recruiter into a great recruiter. But that same strength can be a weakness when it comes to the meetings Richard is discussing. As he shares, there is no such thing as over-preparation for a visitation! Use this checklist and add your own as needed.

What details do I have about the open opportunity/opportunities? _____

Who have we placed with the company in the past and where are they now? _____

Do you intend to take a tour of a plant, jobsite, facility or company? _____

In addition to your primary contact, who are the other hiring managers or points of contact do you need to meet? _____

What candidates will I present to the client while I am there? What information do I need from those candidates in order to be prepared? _____



What buzzwords or relevant industry information can I share throughout the meeting? _____

What new information do I know about the client, their recent movements in the industry, their key players, etc? _____

What collateral do I need to take to the visit (dossier, brochure, PowerPoint, business cards, etc):

What is the agenda for the meeting? In addition to your own agenda, make sure to discuss with the client as well so you are prepared to cover what *they* need to see covered as well. _____

What are the questions that I am going to ask during the meeting? Come prepared.

- Questions about company and products.
- How long has the hiring manager been with the company? What is his/her background? Why did he/she join the company?
- Why would someone want to join this client? How do they sell their organization to prospective candidates?
- Find out what stage the job search is at so far.
- Are there additional openings that you have not yet discussed?

- _____
- _____
- _____
- _____
- _____

Finally, keep in mind the pertinent details you want to take away from the meeting and the visit to the client:

- How do you find the office itself? Think through how your experience will be had as a candidate – what guidance can you give them to find the building, park, find the right office/reception area, etc.
- What is the personality of the hiring managers? How will that come across in the interview?
- What awards or recognition has the company received, and how is that displayed within the office where a candidate will see it?
- What social activities exist within the company?
- What is the dress code? Take note as you walk through the office as well.
- Do employees look happy and content in their jobs?
- What is the general atmosphere? Busy, relaxed, hectic, energetic, etc.
- What is the layout of the physical office space?
- How advanced is the technology and support?
- Where in the office will interviews be conducted, and what is the layout of that meeting space?
- What is the general office décor? Is there anything fun/unique/meaningful that would be used to sell a candidate on the opportunity?
- What perks exist for employees within the office, building, or area/neighborhood?
- What did you see or experience that will resonate the most with candidates as they interview?