

NLE Quick Tip: More Candidates to Clients

A good coach can look at the weaknesses and the gaps and know what adjustments need to be made in order to outplay the opponent. This NLE TV Quick Tip will teach YOU how to be your own best halftime coach – how to evaluate your game film, your past performances, and your current results to make the appropriate adjustments to combine your conation, which is your will to succeed, with the plays necessary to make that desire a reality.

Meeting: “More Candidates to Clients”

Step #1A: Prioritize your Job Orders. What are your one, or two, or three searches that you are going to focus 98% of your time on this week?

Search A: _____

Search B: _____

Search C: _____

Step #1B: Set a desired outcome for each of the searches prioritized above. How many candidates do you want to present on each, or how many interviews confirmed for each, or how many conversations to prospective candidates on each?

Search A: _____

Search B: _____

Search C: _____

Step #2: Knowing my desired outcome on each prioritized search, how many candidates do I need to put on my plan for each?

Search A: _____

Search B: _____

Search C: _____

Step #3: Evaluate your script, ideally role playing with someone who can give true candid feedback on areas of improvement. Remember to expand on what is in it for the candidate. Examples are as follows: my desired outcome on each prioritized search, how many candidates do I need to put on my plan for each?

Instead of: *“They are a fun company.”*

Upgrade to: *“They recently were awarded the “Best Company to Work For in California” due in part to their monthly team baseball outings to AT&T Park in San Francisco, the work they do through their charitable foundation, their flexible work schedules, and most recently their annual ski trip, where they just returned from taking all employees and their spouses on an all-expenses paid trip to the Swiss Alps.”*

Instead of: *“They’ve been in business since 1957 under the same brand name and had revenues of \$225 million worldwide last year.”*



Upgrade to: *“They’ve been in business since 1957, and have a proven track record of success with revenues of \$225 million last year – which of course means a lot in this business where most public relations firms are in constant flux and volatile to merger.”*

Instead of: *“You would report directly to the Vice President of Branding – he’s an industry thought leader who has been at the company for years and is incredibly well-respected.”*

Upgrade to: *“You would be aligned directly with the #2 person in the entire organization – his breadth and depth of contacts in the industry are unparalleled. He has precisely honed his craft and is eager to pass that on to the next generation of leader for his role.”*

Instead of: *“They are looking to add a senior sales manager to their team; the successful candidate will be an energetic, effective communicator who is able to accelerate in a sales environment. Seven years of sales experience is required, as well as a bachelor’s degree and basic computer skills. The ideal candidate will have a proven track record of developing and maintaining customer relationships, have the ability to hire, build, and lead successful sales teams, and be an energetic self-starter who can multi-task and prioritize.”*

Upgrade to: *“My client has grown to become one of the highest grossing (type of) firms in America over their twenty year history, and they are currently seeking to grow the next generation of senior sales consultants within their team. A new associate joining this team experiences unparalleled benefits through daily interaction with a tenured team of professionals; the senior partners of this organization boast an average tenure of 15 years. Simply put, they have the most tenured, best practical business experience of any (type of) firm, and part of their mission is to help everyone achieve their next level by providing the finest and most comprehensive training content in the industry today. How does this impact someone joining their team? On average, new associates joining their firm qualify to be a senior territory manager within 24 months of joining the firm – and as you and I both know, this is a much faster acceleration than exists in most organizations.”*

Bonus Step: Ask a partner to hold you accountable to following through on each of the steps above each week. Are you willing to do the work and pay the price to become a better recruiter than you are today? Your actions will speak louder than any answer you could give!