

NLE Quick Tip: Who do you Know?

References are a fantastic way of growing your network while also helping to strengthen the reason why your candidate could be a strong match for the needs of your client. Not only are you increasing your ability to add new people to your network but you are also now able to perform a condensed reference on a candidate you are considering to present to a client. Don't forget that we want to squeeze as much from our calls as we can! This lead could result in a candidate for a current search OR a potential new client lead.

Meeting: "Who do you Know?"

Law of Reciprocity: We all know that if you do something nice for someone, they will feel obligated to do something nice in return. But in the span of a few minute phone call, that might be difficult! This Quick Tip share some ideas of different "mints" you could use even in a brief call; which of these below would work for you, and what additional "mints" could you add?

- Insights into your market (start with "not sure if you've heard" or "you know, something a lot of individuals in the industry are talking about is" in order to remind them that you are giving a mint!)
- Insights into the current state of your market (what specifically would you share?)
- Succession planning or strategy
- Resume coaching (spend time advising on any glaring edits or additional benefit statements that could sell the candidate better to a future client)
- Spend time helping prepare for an upcoming review of their current organization, or providing a few quick tips for a pending raise/review
- Consultative conversations around compensation
- Share a case study or a testimonial to your past work or a successful placement
- _____
- _____
- _____

Opportunistic Questioning: Go beyond the obvious! These questions are appropriate to ask at many points in the conversation, and they don't sound like obvious name gathering questions at all. Take the questions provided and take some time to add your own:

Opportunity #1: When on a business development call or taking a job order, ask questions that will help you with additional companies to add to your call plan:

- What companies might your #1 candidate come from? What companies have your best hires come from?
- The others on your team – where did they work before joining your firm?
- _____
- _____

Opportunity #2: When trying to learn the layout of an organization and understand the organization's structure:

- Who do you report to? Who does that individual report to?
- How many are in your department? I know Karen, Michelle, and Julie - who am I missing?
- Who is in charge of hiring for your team?
- _____
- _____

Opportunity #3: When on initial recruiting calls where you are trying to learn more about your candidate, their past in the industry OR possibly their past firm's organizational structure:

- Who is the best manager or leader you've ever worked with? Where are they now?
- Who did you replace recently? Where is she now?
- _____
- _____

Opportunity #4: When talking with an active candidate that is possibly more eager to make a change and also more open to sharing names with you:

- If you left, who in your department would backfill your position?
- Who are two people you respect at competitors or past companies that are doing what you are doing?
- _____
- _____