

## Top 5 Tips

***Presenter: Trish Ryan, Managing Partner of Ryan Consulting Services***

Trish Ryan is Managing Partner with Ryan Consulting Services. For over three decades, Trish has served our industry as a recruiter, leader and strategic consultant. Her search experience began in 1980 as Managing Partner at JPM International, then as a Director of Network Development of a global recruitment network. She then transitioned to the role of Vice President of the search firm PrincetonOne in Southern California. Now she now owns Ryan Consulting and works with recruiting firms to help both owners and account executives excel in our business. In this presentation, Trish shares her 5 favorite tips to help your recruitment business grow. Enjoy the session.

### **Meeting: “Top 5 Tips” by Trish Ryan**

**If you are reviewing this episode with a team, watch the entire episode.**

**(Facilitator):** As Trish reminds us, there is a lot of moving parts that have to be continually evolving in order to make a recruiter successful and able to achieve their next level. Some of us are given a clear roadmap to success, and others have to pave the way themselves. With hard work and determination, one can reach a certain level of success in search, but to move beyond success to collaborative partnerships and growth with candidates and clients, we have to be willing to go places others won't always go to be the best in our field. Trish's tips take us beyond the fundamentals and push us to elevate our way of thinking about our skillset as recruiters, our ability to self-evaluate ourselves and what we need to do to build strong relationships.

To get started, there are a few questions that Trish shares that we have to have the answers for us to connect with our clients and candidates. Review these points. How would you convey your answers, that set you apart in your industry?

What is your F.I.L.L. (function, industry, level and location): \_\_\_\_\_

\_\_\_\_\_

What makes you and your firm stand out? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What value do we bring to a client? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How do we stand apart from the competition? \_\_\_\_\_

\_\_\_\_\_

**(Facilitator):** Trish shares five distinct points to differentiate yourself as a recruiter and get you thinking outside of the box. The first **being different in hiring people for your team**. Not all recruiters are going to start by recruiting! If in a position to market first, begin by identifying a strong MPC. If utilizing this approach, you must be as prepared as possible, and scripting is the first step.

Think of your leading MPC that you want to use on your next round of marketing calls. Are you making sure that they stand out among the crowd? List three benefit statements (take the feature about your candidate and translate it into a direct advantage for the client) that sell your candidate. No reading their resume!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

With your three benefit statements, edit the below script to match your points:

*“Good morning (name), it’s (name/firm). I’m a specialist recruiter within the (FILL) arena, who partners with organizations like yours to identify and recruit key talent. I recently recruited a (title) with a unique and highly qualified track record in the industry, and together, we have shortlisted a couple of organizations that he would like to target. The reason we wanted to reach out to you specifically was that he knows of your history in the area, reputation for quality projects, and the (insert other information you know about the organization).”*

Insert benefits from above

---

---

---

---

Become a market master! How are you building out organizational charts in your industry? Yes, you can research through various search engine tools, but are you making the most out of every recruiting call by networking? Write out three referral generating questions that you can start using on your calls:

**Example:** *“Who’s the best XYZ you worked directly with at your previous company?”*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Finally, remember to embrace your competition! Do you know your top competitors in your industry? What do they do and how could you be strategic with them? Are there opportunities for split business?

**(Facilitator):** Our reputation is our brand to the industry. The more self-aware we become with our clients and candidates by looking inward, the stronger the relationship will become between everyone. If trying to grow collaborative partnerships with our clients, we can't be afraid of constructive and honest feedback. Trish encourages us in the next two tips to **test out what your clients think of you, and what you can do to strengthen your name, reputation, and business in your market and to conduct quality control calls.**

Pick three current clients to connect with for feedback. Script questions you will ask your client around the following areas:

- Quality of candidates presented

Question: \_\_\_\_\_

- Response time

Question: \_\_\_\_\_

- Recruiting process

Question: \_\_\_\_\_

- Recruiter follow through and communication

Question: \_\_\_\_\_

With that same group of clients, how do you keep them happy as well as thank them for their business? Brainstorm what smaller and larger gestures you could begin to implement throughout the placement process to show appreciation for the partnership. What you could you start doing consistently with all clients in the next 30 to 60 days?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**(Facilitator):** Sometimes our clients are getting in their way of hiring the right person, and they might not even know it! By moving to be a consultant, we create an opportunity for more in-depth dialogue around what might be going well in their hiring process and what could be slowing them down causing them to miss out on the best talent. This next tip, **ask a lot of questions and keep your ear to the ground**, sets the tone for how you can take a problem as a recruiter, and by asking great questions, help formulate a solution for your client!

Review the below recruiter script and questions, asked about clients hiring process when taking the initial search assignment. What would you add or modify to make sure that you are coaching your clients through an effective and efficient hiring process?

**Recruiter:** *Let's talk about your typical hiring process – I'd like to determine how to jointly marry your 'best practices' with those that have worked well for my other clients in the past.*

1. Share with me the typical timeline of the interviewing process. When do you do reference checks? Do you prefer to do them, or have me? When do you extend the offer? Do you prefer to extend it, or have me?
2. What information are you accustomed to receiving in regards to a particular candidate? Just a resume? What other information is important to you? (Family status, salary, motivation for change, etc...)
3. Let's discuss each interviewer:
  - What kinds of questions does he/she ask?
  - What kinds of answers does he/she like to hear?
  - Who does most of the talking?
  - How long has he/she been with the company?
  - What kind of person is he/she?
  - Will I have access to him/her for direct feedback?
4. What is the process by which you will decide who to hire and why you will hire them over the others you interview?

Now that you have learned about their current interview process and found the areas that need improvement, script your professional recommendation to implement a new strategy:

---

---

---

---

---

**(Facilitator):** To simplify Valdis Krebs's social network analysis, it's all about collaboration between all parties and an understanding of how teams work and interact throughout an organization! That requires some vulnerability by seeking to understand the perspective of those around you. If we aren't willing to look at all of the complexity involved in matching a candidate to an organization, we risk the chance of a bad match and an upset client and/or candidate. With Trish's final tip in mind, step into the shoes of your client and **try to see hiring from your hiring managers perspective**. This is easier said than done, so set the tone and start asking questions to understand the others viewpoint.

On your next search assignment call with your client, weave the below questions into your conversation. How will you incorporate the answers from your client into the recruiting conversations with your candidate(s)?

1. Ask your hiring manager about how this position and the department will interact with other departments?
2. Ask what the lines of communication have been thus far?
3. Are there any crossed lines in facilitating a program or productivity?
4. What are some aspirations that leadership would like to see developed?
5. What departments have been a bit frustrated with this position or department?