

NLE Quick Tip: Qualifying Questions for Candidates, Part 2

Presenter: Lil Roy, Senior Advisor and Consultant, Next Level Exchange

Lil Roy Vaughn is one of the top trainers in the recruiting industry with over 30 years of contribution to the continual growth and best practices used in executive search. Lil joined a global recruitment network franchise office in the late 1970s and within the first year, set out to build a large operation assuming the role as General Manager over 4 business units.

Recognition for Lil includes National Manager of the Year twice, Office of the Year awards and multiple individual producer achievements. She later joined the network's corporate office in the 1980s, leading the design and launch of the Training and Development programs, which are still in use today. Next, she served in leadership roles ranging from regional management to Vice President of Strategic Planning. She continues to be a frequent speaker at business forums, industry events and global meetings. In 2016, Lil was awarded a Lifetime Achievement Award recognizing exceptional contributions over her 30+ year in the Executive Recruitment Industry.

In part 2 of her quick tip, Lil shares more her top qualifying questions to ask candidates. With these additional questions, you'll be able to better determine a candidate's likeness to move, or not to move, during your placement process.

Meeting: "Qualifying Questions for Candidates, Part 2"

(Facilitator): In building off the last Quick Tip on qualifying questions for candidates, this episode continues to reinforce the power establishing trust has on a long-term relationship between recruiters and their candidates. If we build a relationship that starts with trust, the likelihood of a successful placement is more probable. However, how do we establish trust?

According to Paul Zak, professor of economics at Claremont Graduate University and author of "[How Our Brains Decide When to Trust](#)":

"To trust someone, especially someone unfamiliar to us, our brains build a model of what the person is likely to do and why. In other words, we use both theory of mind and empathy during every collaborative endeavor. The other person intuitively does this about us too. That means humans are constantly engaged in a two-sided trust game: Should I trust you? And how much do you trust me?"

Establishing a relationship that is open and collaborative is paramount, and this must happen at the beginning of the initial conversation with the candidate all while remembering that they are still unsure if we are trustworthy. Our ability to ask thoughtful questions about the candidate's past experiences, fears, and possible concerns is vital to the continued growth of your professional relationship. If we can't listen with an empathetic ear, we have no chance of earning that trust.

As that relationship builds, through thoughtful conversation and active listening, we then must establish mutual expectations between both parties. *"If I do this for you, what will you do in return?"* If those expectations are not clear between the two, we run the risk of forming a professional partnership on shaky ground and things falling apart later in the process management of that deal.

Here are Lil's questions to help you establish trust between your candidates and lay the foundation for your relationship moving forward. How will you modify and incorporate them into your future recruiting conversations?

- How do you normally make important decisions?
- Have you ever worked with, been associated with, or been involved with a professional recruiter? Tell me about that? What happened? What would you change, and what would you keep?
- What are the expectations of our relationship?
- I promise you candidness and honesty – I'm going to tell you the good the bad and the ugly, no matter what. Can I expect the same professional courtesy from you? Will you agree to that?
- Is there anything else you care to share with me now?

To establish mutual expectations with your candidates, review the below list of expectations for both parties. What, is important for you to establish before moving forward? Highlight the points most vital to review with all candidates:

What the Candidate Can Expect from You:

- Review information and provide feedback
- Present your information to the client and have full transparency in terms of next steps
- Thoroughly prepare you for your interview
- Timely feedback following any interviews
- Craft an offer that includes any “must-haves” you’ll need to see from the client
- Maintain strict confidentiality
- Never present you to an organization without your permission
- Represent your needs accurately and effectively
- Give you regular status reports
- Get all your questions answered
- Give your mobile and home number and, except for extenuating circumstances, return calls and emails within 24 hours
- Help you with family issues or special circumstances
- Commit to making a dedicated marketing effort on your behalf (if an MPC)
- Provide you information on the market
- Provide you general career advice

What You, the Recruiter, Will Expect:

- Rapid response
- Full disclosure throughout the process
- Exclusivity (if a prospective MPC)
- Timely feedback following any interviews
- References or target companies to approach
- Prepare a mini-commercial about yourself that will help me when presenting you to clients
- Share all family issues related to your candidacy
- Make me aware of any compensation changes that occur throughout the process
- Alert your references to the potential calls they may receive
- Be available to interview during normal business hours
- Commit to not taking a counteroffer

Now that you have your mutual expectations clearly defined, script how you would deliver this to your candidate:

As a final exercise: Timely communication is key, to wrap up your first call with your candidate, you need to craft your follow up email (after the initial call) establishing your approach and relationship moving forward. How would you modify the below email to set the tone for moving forward?

Dear _____,

It was great connecting with you regarding the opportunity with my client, ABC corporation. You shared an exceptional skill set that aligns well with what my client is seeking in this hire, and I'm looking forward to introducing them to you.

I know this is a process and that there are a lot of steps that need to take place to get you to the point of accepting a new position. I want to assure you that I take my responsibility to represent you, seriously and I want you to know that like what we discussed I will be 100% transparent with you on all steps, including:

- **Resume Review:** I will review all the information that you share and give candid feedback as to any content, layout, or grammatical suggestion on your resume.
- **Accurate Presentation of You to the Client:** I will present your information so that the person responsible for the initial interview is the one who will see your information first. A presentation consists of your resume, a summary of your current situation, and reasons for considering our client, followed by my recommendations based on your fit for the position.

- **Proper Preparation:** If you both do decide to have an initial conversation; I will thoroughly prepare you for that meeting. Including: who you will meet with, what their background is, and the personality to expect.
- **Timely Feedback:** I commit to giving you timely feedback within 24 hours of any meetings you have. If things don't move forward, you will know why.
- **Offer Consulting:** If we get to the final stages and you are interested in moving forward, you'll have the opportunity to share with me any "must Haves" for me to use when helping formulate an offer. My goal is a win-win for everyone.

I look forward to working with you and appreciate the trust you have given me to represent you. Feel free to contact me if you have any questions at any point in the process.

Best,