



NLE Quick Tip: Cognitive Bias

**Presenter: Rob Mosley, Senior Trainer & Managing Partner
with Next Level Exchange**

Everything we say and do with prospects, clients, and candidates has an effect, one way or the other. And what we know is that people judge very quickly. They have categorized you and your service by your behaviors and communication style in less than a few seconds. Within a few minutes, they start to form lasting judgments about you, your approach, and your organization. Your early behaviors directly determine how they think and feel about us and subsequently will treat you throughout the search or staffing process. Are you being treated as a trusted advisor, a knowledgeable subject matter expert, or just another vendor, order taker, or placement pusher? As Leo Tolstoy aptly stated, “everyone thinks about changing the world, but no one thinks about changing themselves.”

In this NLE episode, Rob Mosley, Managing Partner with Next Level Exchange, shares insights to understand better how client and candidate cognitive bias affects your recruiting business.

Meeting: “Cognitive Bias” by Rob Mosely

If you are reviewing this Episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.

Facilitator: Remember that everything we say and do with prospects, clients, and candidates has an effect, one way or the other. And what we know is that people judge quickly. Are we being treated as a trusted advisor, a knowledgeable subject matter expert, or just another vendor?

Let’s analyze how we position our value. Write a short paragraph showing how you explain our history/size/structure to a client or candidate.

Question #1: Who are we?

Question #2: How have we grown?



List 3- 4 clients or candidates you are currently working with:

- _____
- _____
- _____
- _____

Explain how we deliver value to our clients or candidates. Write a short paragraph explaining our experience and expertise:

List the action step for moving forward with each client or candidate listed above.

Client/Candidate #1: _____

Action step: _____

Client/Candidate #2: _____

Action step: _____

Client/Candidate #3: _____

Action step: _____



Client/Candidate #4: _____

Action step: _____

Facilitator: Have the group share what they wrote for the exercise above. Allow people to adjust their scripts based on feedback during the group discussion. Remember, there are four common types of cognitive bias: Loss Aversion, Anchoring, Default/Status Quo, and Myopia. Let's examine each one of these and apply them to our world.

Loss Aversion – the pain of loss always outweighs the same benefited gain. **Example:** A person experiencing a financial loss will go to great lengths to get their money back. Think Vegas!

How do you increase a client or candidates' sense of urgency by framing a potential loss?

Write two questions or statements you can utilize to tap into the idea of Loss Aversion.

Anchoring – an over-reliance on the first or the most vivid piece of information received, and recent events carry greater weight than distant ones. Here are some things to consider concerning anchoring: Do we know a client or candidate's anchor regarding salary, rate benefits, and lifestyle?

Think about the clients or candidates listed above. What is one question you can ask on your next call utilizing the idea of anchoring?

Default/Status Quo – Default is to stick with a previously made decision, and Status Quo is a preference for things to stay the same.

What questions can you ask your client or candidate to allow them to realize the benefit of moving forward?



Example: “Is doing nothing still an option?” Or “If you do nothing, how will that impact your family/business?”

Myopia – A tendency for a person to think in a very short-sighted manner, and it’s about a thirst for immediate gratification.

How can you help your candidates/clients see the long-term vision? Think about one of the clients/candidates listed above. Script what you will say to help your client/candidate see the long-term benefit of considering your opportunity or doing business with your firm.

Every aspect of the sales relationship involves your ability to continually position your value or potential value to both your clients and candidates. In this way, we can better anticipate and prepare for any common bias that may be keeping your client and candidate from moving forward in the relationship. It’s all about your consistent approach, and if you fail to differentiate with your process, you may be forced to differentiate with your price!