



## NLE Quick Tip: Qualifying Candidates

**Presenter: Scott Love, President – The Attorney Search Group,  
a member of the Sanford Rose Associates® Network of Companies**

Scott Love is President of The Attorney Search Group – a member of the Sanford Rose Associates network of offices. Scott is also a leading expert and authority in the executive search industry and has been quoted in the Wall Street Journal and Selling Power Magazine and is the author of "The Recruiter's Adventure Book! How to Find Buried Treasure in the World of Recruiting". Scott has spoken to nearly every major industry group and is a graduate of the United States Naval Academy in Annapolis, Maryland.

In this NLE Quick Tip, entitled "Qualifying Candidates," Scott shares his tips to keep your candidates engaged during the recruiting process. Starting with the two-call qualifying discovery process, then transitioning to key engagement questions you can use to finally addressing the dreaded counteroffer, Scott's insights will improve your success in recruiting and making placements.

### **Meeting: "Qualifying Candidates" by Scott Love**

Now that your Candidate is interested, it's time to get to work securing the proper steps to qualifying them for the opportunity with your client. This is a two-step call approach designed to establish more frequency with the Candidate and build the rapport and trust needed to work together. The first conversation includes sharing an overview of the opportunity, confirming receipt of the resume (if not already in your possession), and coordinating a second follow up call.

The second conversation is a four-step process of qualifying. Let's review Scott's four tips for this call:

#### **1. TIP #1: Lay the foundation for the call by reviewing and understanding their resume and career history, uncovering value, and setting expectations for working together.**

To avoid just reading a resume to your client, Scott talked about the importance of value statements. These benefit statements should sell the Candidate to your client by translating a feature into a direct advantage. If the benefit statements aren't clear on the resume – draw those from the Candidate.

Scott suggested posing a hypothetical question: *"What if the client is on the fence about bringing you in for an interview – what are three measurable pieces of information (not on your resume) that you would want them to know?"*

How would you modify Scott's question?

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Next, use the below grid to help your candidates pull out their benefit statements for your client. Follow the example below:

<b>Candidate Name:</b>	
<b>Feature/Achievement:</b>	<b>Benefit to a new organization:</b>
He has eight years of experience.	He has spent the last eight years at a local commercial banking organization that competes directly with this new company. This means that he brings best practices from the industry and outside-the-box thinking to assist with various challenges branches face daily/monthly/yearly.



**2. TIP #2: Review the position and get the Candidate's motivations (and reasons) for being open. Probe to understand the "why" the Candidate will go forward.**

Let's take Scott's tip further; what questions are you asking your Candidate to uncover their motivations when qualifying them? Review the below questions– what else could you ask in this conversation?

- What goals, including career goals, have you set for the next five years?
- Describe the work environment or culture in which you are the most productive and happy. How does that description compare to your current organization?
- What's a seven that could be a 10? Every company does certain things well, but what is good that could be even better?
- How satisfied are you with your balance in life? Why?

Additional motivation questions:

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**3. TIP #3: Talk about the next steps**

Scott reminds us of the importance of walking the Candidate through the recruiting process. Remember, even though they may have worked with a recruiter before – they haven't worked with you! Review his steps below when communicating the next steps to his candidates. What would you need to change?

*"From this point on, (candidate), my role is to facilitate the process of you and my client getting to know each other, and if any time you aren't interested in them, I'm ok with that; I just need you to tell me that." That includes presenting your resume to the client, setting up all meetings between you and the client, assisting you throughout the offer stage, and navigating you through acceptance, resignation, and the transition process with my client."*



Last, close by asking Scott's two magic questions. His questions are designed to both test the Candidate and establish trust and permission to move forward:

- *Does that all make sense to you?*
- *Are you ok with all that I covered?*

What modifications would you make to tip three?:

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#### **4. TIP #4: Address the counteroffer**

Depending on the Candidate's motivation level, establish the likely hood of them taking a counteroffer. If the Candidate is motivated to make a change, probe more: "*When you get to that point of turning in your notice – how do you think your employer will respond?*"

If the Candidate is still on the fence or needs more time, hold on to the above question until they are more invested in moving forward. Discuss the possibility of a counteroffer earlier in the process after establishing that they are interested and want to continue to move forward.

In addition to the question above, the earlier you start discussing counteroffers, the better! Review the questions below that can easily be inserted into your qualifying process:

- *Talk to me about your relationship with your boss? What kind of loyalty do you feel towards him/her?*
- *When was the last time somebody resigned in your department?*
- *What typically happens when someone resigns on your team/ in your department/ at your company? Were they handed a box and excited out of the building? Were they given a counteroffer?*
- *Do you know of anyone that has taken a counteroffer? What happened?*
- *What could they offer to change your mind and entice you to stay? Have you ever considered asking them for those changes? What was the result of that conversation?*