



NLE Quick Tip: The Power of the Post-Placement Process

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

Recruiters often believe their responsibility ends once a candidate accepts the job offer. However, this is not the case. The post-placement process can be a significant factor in setting you, your service, and your firm apart. Ensuring the success of the placed candidate is crucial, and many fail to recognize its importance. When implementing this post-placement process, it is essential to communicate the follow-up steps during the intake call and offer finalization. This strategy presents an opportunity to differentiate the level of service and deliverables provided, ultimately resulting in a successful candidate who can immediately contribute to their new company.

Meeting: “The Power of the Post-Placement Process” by Lil Roy

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: Why are the post-placement sequencing plan and contact strategy so important? Most people don't understand how critical this is to ensuring success; therefore, they don't both to do it. This process differentiates you, your firm, and your service from your competitors. This is your opportunity to shine.

When should you introduce this process?

List three issues this process can head off down the road if implemented correctly.

1. _____
2. _____
3. _____



Facilitator: Let's review the steps in the process that will set you up for success.

Step 1: List 3 activities to help manage the transition to the new company.

1. _____
2. _____
3. _____

Step 2: Make the client your partner. List 3 activities you can complete that include your client as a partner in this transition.

1. _____
2. _____
3. _____

Facilitator: Next, you will set up a post-start date plan to stay connected with your candidate. Verify that your candidate is ready to start, and then create a map of your contact strategy:

First day: I will _____

End of **week one**, I will _____

End of **week two**, I will _____

End of **week three**, I will _____

End of **week four**, I will _____



Facilitator: At this point, you will transition your activities to monthly contact instead of weekly. Monthly phone calls should happen every **30 days** for the first **120 days**. **TIP:** Set a reoccurring day/time and add it to your calendar.

What is the purpose of these monthly calls? _____

Month 5-12 Follow-up – The purpose of constant contact changes after several successful and satisfying months on the job. List the two main objectives for maintaining contact with your candidate for up to **12 months** after starting their new position.

1. _____
2. _____

Additionally, it's important to be able to call a client and talk to them about anything other than working on the placement. Why is this? What do you want to accomplish on these calls?

Remember, your work isn't over when a client makes an offer and your candidate accepts. Maintaining the relationship with your candidate and client strengthens the connection, separates you from the competition, and can easily lead to future business!