**Technology Strategy and Process – to have “LIVE” conversations…….**

The most critical aspect of the recruiting business is the ability to speak with a potential client or candidate and have a “live” conversation. Even with all of the sources available today, it is still one of the most challenging tasks. We live and work in a world where it has become ok not to return phone calls or emails. An average recruiter spends about 70% of the day trying to get a hold of people. If a recruiter is simply using a land line and voice mail for communication today, it’s going to be a frustrating and short- lived career in recruiting. Dated styles of communication will yield very low results. The goal is to increase the time for direct contact a communication and reduce the voice mail messages to 25% or less. It is imperative that recruiters utilize technology to exhaust all methods of communication to insure contact is made and the message gets to the recipient. If 75% of the day is spent in direct conversations with candidates and clients, it would save lots of time and money.

The ultimate goal is to have a live conversation in order to build a relationship. To make the most of your time it is also important to have a consistent process in place that utilizes all resources available to you. The process is this.

A.  **Intro Email**: Send a two sentence email out to our call list the day before we call to let them know we will be reaching out and why.

B.  **Phone**: Call and try to get them on the phone – leave a very interest grabbing voice mail if they do not answer. Very short. Very sweet.

C. **Email:** Send an email subject line: “Follow Up”. Short email that describes why we are calling and asking for a 5 minute appointment.

D. **Call the Cell Phone:** Call there cell to try to get a hold of them, leave a voice mail if they do not answer - short and sweet and reference email that you just sent.

E. **Send a text Message** - If it’s a candidate - send a text message – letting them know in 15 words or less letting them know we need their help and it’s a time sensitive issue and we need an appointment.

F. **Send a Social Media Message** - Send a message through your accounts at Face Book and LinkedIn or any social media where your target is a member of. This nets very quick responses. As Social Media continues to grow at a rapid pace, communicating through them is becoming very fast and effective

G. **Send a Microsoft Appt** - Using Microsoft office to set an appointment works - but only when you have a good idea there will interest on the other side for a conversation.

The goal is to get a voice conversation. You can’t build a relationship over email. By implementing a process that uses all technologies to get a hold of people, it allows you more time communicating with the right people.