

Candidate Recruiting Calls

It sounds obvious, but with all the job boards and technology out there we sometimes forget that calling candidates is still one of the most efficient and effective ways to recruit good candidates. This is the traditional quick, easy, and logical way that typically produces immediate results. However, the way that you call a candidate from initial contact to the end of the conversation could change tremendously depending on how you handle the conversation.

To capture their attention, you need to be enthusiastic, sound knowledgeable and let them know that you genuinely care about them and their job search and finding the right job for them.

Here are tips on how you can make your recruiting calls more effective and productive:

Determine the Market of Different Segments

To grab the attention of candidates, you need to figure out what motivates or interests them to look at other opportunities, such as relocating to a warmer climate, or growth in their career path. You need to come up with an attention grabber and the best way to do this is to hit a button that peaks their unique interest. Make it all about them.

Establish Initial Rapport First

When calling a candidate for the first time, they are not expecting a call from you. You therefore need to spend at least the first couple of minutes with background or introductory information so that the candidate believes this is a professional opportunity and one that you are not wasting their time.

It is also very important to get as much information as you can during that initial conversation. You do not want to waste your time on candidates that are not qualified.

As you know, most of the people you talk to each day are not qualified, so you really want to make sure that, when you do connect with someone who could be a potential qualified candidate, that you spend your time wisely with them and come out of the call with as much appropriate information as possible.

Understand the Value of Their Skills

It is essential that you really understand the value of their skills. Top candidates who don't know you will not likely want to spend any time hearing, much less discussing a potential opportunity with you.

Unless you understand your industry and how it relates to their goals and career aspirations, there is no sense in wasting your time speaking with them. If you are able to present to them, in a credible fashion, the opportunity and growth you can present them with, they are much more likely to be interested and want to move forward with further discussions.

Recruiters who know and understand their industry and how it relates to candidates with similar backgrounds, are much more credible and confident in their delivery of the opportunity. Building the bridge between a candidate's current position and future opportunity peaks their interest and desire to move forward in the process with you.

Know What Makes your Service Exceptional

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"Would you be open to explore a situation if it was significantly better than what you're doing now?" This is the best approach to presenting a job that is a great opportunity for the candidate. You need to start with an attention grabber. **What's in it for them?** Why is working with you different from working with other recruiters?

Basically, you need to be able to your services to them and know why it's exceptional.

Stay Connected, Even with Seemingly Unworthy Candidates

Preparing your day so that you're able to talk to as many potential candidates as possible and not wasting your time on unqualified or "unworthy" candidates is very important. An unworthy candidate has been described as "someone who isn't competent or doesn't know any good people". While a worthy candidate is someone who is qualified for the position OR someone who may have a good referral.

This is a great idea. Even if you've realized mid way through a call that the candidate that you are talking with is not qualified, continue the conversation as they may know someone else who may be interested and qualified. So turn that wasted phone call into a potential networking opportunity to seek out possible referrals.

Networking

You must proactively network with good candidates in order to reap the benefits of other good candidates. Most highly qualified people will not likely volunteer referrals unless you have shown them their due interest, and they have decided that your opportunity is not a good fit for them personally.

Only after will they be likely to give you the name of someone who might be worth your time. Being patient and remembering to ask for a referral to another candidate if your initial candidate is not interested in what you have to offer is a very good way to build your database and fill your job orders.

Remember that every call is an opportunity, and to not only to seek out qualified individuals but to also use your initial calls as a networking tool to gain more connections to contact for current or future opportunities.