

Closing Placements: Deal Breakers and Deal Makers

Closing a placement is not just about a candidate going on an interview and getting a job offer.

There are several factors to be considered:

1. Find out about their family situation. Find a way to talk to the spouse or significant other to discover and address their issues, providing the answer for your candidate to give them when they get home and discuss the opportunity.
2. Have the HR Director call before (or after) the offer. People want their job to make a difference. They want to be made to feel important.
3. Have an employee explain to the candidate why they like working at your company.
4. Create an "unexpected" surprise. Offer something that wasn't discussed (or point out something discussed but not highlighted). For example, "They were so impressed, you will also be getting a \$4,000 to help you relocate instead of their standard \$2,000."
5. Give positive feedback about their references. This is a nice way to demonstrate that former (and often respected) bosses and coworkers believe in the candidate's new opportunity.
6. "Negotiate" as a last resort. Set an agreeable tone even as you begin working on the elements of the package. Too often, the change of tone from "let's see what works" to "Okay, now let's get down to business" shakes the rapport established throughout the recruiting process.
7. Most importantly...listen! Don't talk, don't sell. Just ask how things are going "compared to your other alternatives," or "How do you feel about where this is all headed?"
8. Tell them that you want to do what is best for them and meet their needs.
9. The bottom line: Closing starts from the very first contact with the candidate. Identify their needs and wants immediately and use that information to make sure you meet their needs.