

Preparing for successful interview results

I have a beautiful second home in Nevada, that I want to sell. I recently listed it with a realtor who has taught me a great deal about the art of preparation..... This house is in a beautiful location – Lake Las Vegas, it backs up to a golf course, it overlooks the lake, it feels like paradise and has, I thought, everything going for it. I had it listed before with a different realtor who got zero interest and we all could not understand why.

My new realtor came in and the first thing he did is he advised me was to paint my kids rooms beige instead of pink, because most buyers were older couples whose kids are grown, he wanted a desk here, a book there, the outside windows needed washing, etc. This realtor understands that a carefully prepped property is a reflection of an agent's professionalism, and that attention to detail will make the difference to a buyers decision on whether to purchase the house or not.

So how does this relate to us?:

It is unbelievable how much money we lose by arranging interviews for candidates who go to interviews ill-prepared, poorly groomed, and lacking in the basic interviewing skills required to compete in a tight employment market.

In our daily activities on a desk, we're so busy marketing and scheduling interviews that we sometimes forget that it's the successful interview that ultimately pays the bills.

So, you have done it! You found a great candidate that you believe is the perfect match for your client. Now...we worry... because being the natural control freaks that all good recruiters are, suddenly it is no longer in your hands. Suddenly you and have zero control/influence once the door closes and the interview begins. So you had better do everything possible to ensure that the outcome will be positive.

You see, great recruiters control the interview process, because even if they are not there in body, they are there is spirit. The best recruiters know that they need to coach their candidates and clients through the interview process. Well-prepped candidates are more confident and provide more thorough answers. If they know how to give complete answers, they worry less and are able to ask better questions.

Great recruiters understand their clients and candidates and are enthusiastic while prepping because their enthusiasm flows over into the candidate and no matter what you are saying if it is lacking enthusiasm and passion, it will simply bore the person you are speaking to.

By the time a candidate and a client meet, it should be a mere formality if you have done your job right. They should be feeling like they already know each other and this is just the last step in the process to make things happen.

You need to sell your candidate on the opportunity like everything else out there is second best. Explain why the opportunity meets their needs – when we first spoke you wanted this, this and this – well this job has this, this and this....

They also need to understand the job, the company, the boss, what questions they will be asked and what answers they need to be giving – how are they going to answer those strength and weaknesses questions. What are they going to say about their accomplishments...

..... and they need to be told to start thinking about the opportunity because when an offer is made they will have 24 hours to accept or decline. None of this” I'll let you know next Tuesday nonsense – because we all know what that means – they are interviewing at the job they really want next Tuesday...

One of my proudest accomplishments was when I placed 50 RN's at one facility over a three month period.

About a month after I opened Unlimited Nurse search, one of my clients told me her hospital desperately needed 50 nurses. She said: "There is such a shortage and it is only going to get worse. I Have the budget, but don't know where to find them. We have advertised. Recruiters send us a nurse here and there, but we need 50".

I made a commitment to her that I would do it, but we had implement certain rules. I was not just going to be another recruiter. We were going to partner together. The managers had to commit to interview times. I was not going to send resumes first - I would send them after I had scheduled an interview, with the time they were to interview. They also had to come up with a package that would entice people so I could really sell them on it.

In November I went to job fairs across Canada, I spoke to Grad classes at university... I was on the phone 10 hours a day....I had a goal and I was focused.

I sold this wonderful opportunity in Modesto, California. If any think back to 2002, it was not a good year for Modesto. Gary Conduct and Scott Peterson murders were all over the news. Modesto is also not know for being a vacation spot in California.

But I sold Modesto like it was paradise. It was close to San Francisco and Sacramento; it was close to water and skiing. You earned a CA salary, but still had a reasonable cost of living so you could save a of of money.

And more than that, there was the career opportunity at the hospital.

If you were a new grad, they had a 16 weeks internship, they paid \$5,000 for relocation plus your first months accommodation, they had a \$2,500 sign on bonus, they paid for NCLEX (exam) If they took another shift during a week, they earned an extra \$16 per hours plus time and half. They would get class room hours and a preceptor to orient them, etc, etc, etc.

They were privileged and lucky enough that we were talking at that moment and there happened to be an interview time slot open for them to interview, because even when there was a nursing shortage, this facility did not have one because it has the best opportunity there. Everything else was second best. I believed it with all my heart and still do. I was enthusiastic and I prepared those candidates.

I set up 60 interviews at this facility over 2 months.... Not one person missed their interview. Those that did not get the job cried. I had university lecturers calling me if someone didn't get the job. You see if they were not made an offer, they felt like they had lost - everything else out there was second best..

And if an offer was made, they had 24 hours to say yes, or they would LOSE it to someone else. Every offer I made was accepted immediately - there was nothing more to think about - this job was all they had dreamed about since I had spoken to them.

And I could sell the opportunity so passionately because I believed in this opportunity. I personally would not live in Modesto, it is too agricultural for me. But I believed, after

screening each candidate I placed there and finding out about their needs that it was right for them.

And what about the client....same thing – you need to show them how your candidate meets their needs. They too need to be told to make an offer shortly after the interview or they will lose the candidate.

If you want to increase your sendout-to-placement ratio make certain all parties are well prepared prior to their interviews. Ensure that everyone concerned will go in an win.