

By Barb Bruno, CPC, CTS

Recruiting is a sales profession and there are many days when you don't necessarily feel like a "Hero". There are those days when you feel unappreciated, when everything you touch seems to go wrong, and you leave your office further behind than when you arrived. This is because the urgent issues prevented you from focusing on the important tasks at hand. Let's examine the powers that Superheroes possess and how they relate to recruiting.

Imagine if Superman was a recruiter! His x-ray vision would help him see right through people. If someone was not on their way to the send-out you booked, he could just fly over, scoop them up and take them to their interview. The following are helpful hints:

1. Have paperwork completed so you know the priorities of your candidates.
2. Conduct a thorough prep for both your candidate and your client to eliminate surprises. Show them WIIFM (What's In It For Me) throughout your conversation.
3. Confront any red flags and always test their level of interest.
4. Confirm interviews the morning of the interview.

Now, let's imagine if Wonder Woman pursued our profession! She has many powers, but the main one is her hearing skill. Most of us are great talkers, but listening is not necessarily one of our top talents. Many times you may be listening, but since you are multi-tasking or rushing, you may not be hearing what your candidates and clients are saying. It is critical that you become the best listener in their lives. Also, you need to hear and understand what is most important to them. The following are helpful hints:

1. Add a pre-close to your interviewing process (question, answer, pre-close).
2. Ask for definitions of words used by your clients and candidates to avoid using your definition on what is being said.
3. Write things down because you will never remember conversations.
4. Re-ask questions throughout the entire placement process.

We should imagine Batman as a recruiter! He is known for his uncanny intelligence and escape artistry. You have to be at your best when issues or problems occur. Ask your candidates or clients for their solution. Become a student, and then a specialist of your niche or industry. You need to sound like an insider to your clients and candidates. You should read what they read, join the associations they join, and write articles on hot topics. If you are printed in a trade publication, you gain almost instant expert status.

What qualities would Spiderman bring to the recruiting profession? He is fifteen times stronger than a normal person and possesses an early detection system. Wouldn't it be great to anticipate issues before they sabotaged your deal? In order to have an early detection system, you need to focus on using all forms of communication - not just

email. You can then hear and read between the lines, and form much stronger relationships during actual conversations. Big Billers have stronger planning skills, work habits and excellent focus. If you plan and segment your day, you will enjoy better results.

The Hulk is the only green recruiter, which of course represents money. As Dr. Bruce

Banner, he is a genius in nuclear physics and extremely intelligent. As the Hulk, he can breathe underwater and is immune to poison or disease. You need to focus each day on the results that are closest to the money. Set minimum standards that are non-negotiable based on your individual ratios and stats. The following are helpful hints:

1. In order to become a genius in our profession, you need to commit to a lifetime of learning. Study our profession, but also obtain training in the areas of sales, negotiating, laws, technology and other areas that will impact your career.
2. You should step back and put your main focus on booking send-outs.
3. We'd all like to be immune to the poison of no-shows, offer-rejects, and no-starts; but since we're not, it's important to take your direction from your clients and your candidates. When you develop an "outside/in approach" to business, fewer problems will occur.

As recruiters, we may not have the Super Powers that these Super Hero's posses. However, we have the ability to use some of these powers in order to improve upon our daily tasks. The outcome will be better recruiting skills and increased production... will make you more money!

Barb Bruno, CPC, CTS is conducting a free Top Producer Tutor Webinar on Thursday, November 18, 2010 to give you a peek at her top rated training program, the Top Producer Tutor. Click here for your free pass:
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Barb Bruno, CPC, CTS has spent the last twenty years focused on helping Owners, Managers and Recruiters INCREASE their Sales, Profits and Income! Her web-based training program jump starts new hires and takes experienced recruiters to a higher level of production. If you'd like to contact Barb, call 219.663.9609 or Email support@staffingandrecruiting.com