

By Barb Bruno, CPC, CTS

I don't know many recruiters who would list patience as one of their primary personality traits! If we had it our way, clients would hire our candidates before they interviewed them! We want things now; we enjoy instant gratification!

In Real Estate it's **LOCATION, LOCATION, LOCATION!**

In Recruiting it's **TIMING, TIMING, TIMING!**

Timing is the one single element that impacts what you do more than anything else. Let's discuss how you can use timing to your advantage on the candidate (recruiting) side of the placement process.

Master the Art of the Courtesy Interview

If you want to represent the talent your clients will hire, you need to stop conducting full interviews for candidates who do not have the skills, experience and stability your clients hire. When these candidates ask if they should call to check in, you need to be honest and provide them with resources.

Provide a List of Expectations

Sit down as a group in your office and write down two lists of expectations.

1. What They Can Expect From You
2. What You Expect From Them

If you surface candidates who do not agree with your expectations, you need to move on and recruit candidates who will!

Stress the WIIFM

People do things for their reasons, not yours. They don't care about your opinion or your timeframe or any services you offer unless they have a clear understanding of the benefits they will enjoy.

Remember that candidates are creatures of habit. If you uncover why they have made changes in the past, often they will continue making changes for that same reason – unless they have had a major event in their life.

Ask them straightforward questions including:

- “Why have you made changes in the past and what must be there for you to make a change today?”

- “What is your target date to make a change?”
- “If we are able to identify the opportunity and salary you have described, are you ready to hand in your two week notice.”
- “What will you do if you are extended a counter-offer?”
- “Are there certain companies you would like me to target for your search?”
- “If you were your boss and could change five things about your current job, what would you change?” (You need to identify other things besides money and advancement)

You only want to dedicate your time to candidates who are serious about making a career change within a reasonable timeframe! You are not paid on efforts you are only paid when you provide results!

If you would like to review a way to help 100% of your candidate flow, go to www.candidatenextstep.com. This tool provides all the FREE resources they will need when conducting their search while you quit wasting your time on candidates you can't place. Currently as a Profession, we place less than 5% of our candidate flow. Now you can help 100% of them which will greatly improve word-of-mouth advertising and increase referrals to your firm! Questions? Call us at 219.663.9609!