
Recruiting Best Practices
Online | Just-In-Time | Customized
Presented by
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WELCOME


Uncovering Unknown Pain
Elevated Candidate Recruitment

GROUND RULES

- Be open to a new concept, a new approach, or even shifting your paradigm a little

"When I let go of what I am, I become what I might be."


- Lao Tzu

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Tip #1: Are You the Best?

- Okay, back up, slow down, think about it...
- Who would win in a game of "does your recruiter know?"
- Think about the one area that you **know** is your weak spot, and what you can do in the next 10 days to address.

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Tip #1: Are You the Best?

- Read one industry article per day for the next 10 days
- Shadow a candidate or create a list of questions that will help you understand responsibilities:



Tip #1: Are You the Best?

- What are the most important responsibilities you involve yourself with daily?
- When you come in each morning, what are the most urgent and pressing matters that take your attention first?
- What is the difference between superior and average performance for someone in your role?
- How much of your time do you spend doing paperwork as opposed to forward motion activities?
- What types of activities do you spend most of your day focusing on?
- How are the responsibilities divided up amongst the team?
- What are the differences in responsibilities between yourself and the person you report to?
- How are you measured? What are the biggest areas that your team is looking to you to thrive in?



Tip #1: Are You the Best?

- Read one industry article per day for the next 10 days
- Shadow a candidate or create a list of questions that will help you understand responsibilities.
- Tour your client's office, or visit a plant, jobsite, or facility.
- Create a list of words/acronyms daily that need further explanation or clarification.



Tip #2: Create your Compelling Commercial

"I understand that you are currently set where you are – and your career is not "sick" right now. However, even if you never get critically ill, that doesn't mean that you shouldn't have a solid family physician. In that regard, our team has been recruiting in your backyard for (# of years) and I do nothing but talk to your peers all day long, 20 each day, 100 a week, and 5,000 a year. Why does that matter to you? You can absolutely use me as a resource, even if you never leave your organization. I can tell you what you should be making, what your competition is doing to land their top accounts, and how to stay viable within your firm – just to name a few."



Tip #2: Create your Compelling Commercial

"I'd like to share with you something that would be important for me to know if I were you. My team placed (#) of individuals in the past (timeframe) in your specialty. (%) of what I do is with repeat clients which means that they not only value me, but share with me strategic hiring needs that they do not share with others. The average tenure of the candidates I place is (# of years), but why does that matter to you? Quite simply put, I know everything about my clients and I know what's critically important to my candidates. Even if you aren't ready to make a move now, I can almost guarantee that one day that may change. Even if you never go to work for one of my clients, I am confident that I can give you insights and information that will make you more savvy, educated, and prepared for that process. It's not the candidates with the best resumes that get the best offers, it's those who interview the best. Unless you are 100% confident that you will retire where you are, there is value in us spending just 10 minutes together. Is that now or on your commute home?"



Tip #2: Create your Compelling Commercial

"I know you get calls from lots of recruiters, and you should rightfully hang up on nearly all of them. They haven't got a clue as to the difference between a (industry specific term) and a (industry specific term), they've never set foot in one of their client offices much less toured each of their facilities, and they wouldn't be able to give you competitive insights garnered from your top five competitors like (list of competitors). However, I can, and I am asking for 10 minutes to share with you why I'm not the recruiter to hang up on. If, at the end of this call, you haven't felt it was a good use of your time, tell me and I won't call you again. That said, would you prefer to talk this evening or can you speak confidentially from your office?"



Tip #3: Ask Sophisticated Questions

- If you ask the same questions that other recruiters ask, you will get the same answers
- You have to be able to help candidates understand that which they don't know they don't know



Tip #3: Ask Sophisticated Questions

- When you are venting to your spouse after work, or to the guys at happy hour, what are you typically frustrated with? Are there reoccurring vents that never seem to change?
- Are there any types of projects, clients, or areas that you haven't been involved with yet that you would like to be? Does your company work in those areas?
- What are the biggest frustrations you experience with your boss? Have you shared those frustrations with him/her? (If no, why not?)
- What is the biggest obstacle that is keeping you from being most effective or meeting your goals?
- What would you replicate from previous companies or departments in which you've worked?
- How do you feel your company stacks up in terms of using technology or leading edge systems?
- If you became CEO tomorrow, what is the first thing you would change?



Tip #3: Ask Sophisticated Questions

- When you lose business or clients, what key factors caused that to happen? Why does a client choose to go with a competitor, over your firm?
- At what times, or in what situations, have you had to prioritize work over family? Why?
- When you come home at the end of the day, do you feel charged up from the day and excited to see your family, or pretty drained and exhausted from the craziness of your day? How could that improve?
- What's a 7 that could be a 10? Every company does certain things well, but what is good that could be even better?
- How much of your time is spent in the car, commuting? How much time is spent doing work after-hours, once the kids are in bed? How much time is spent working on the weekends? How much time is spent on the road? How could you see any of those improving?
- How long have you been in the role that you're in? Is that your decision?

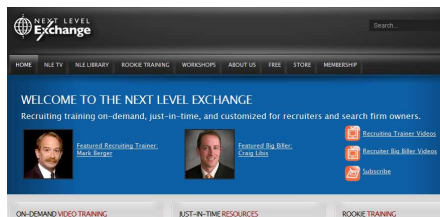


Tip #3: Ask Sophisticated Questions

- Describe your relationship with your boss. If the answer is "good" – would you say it's good as in you go golfing together every Friday and he/she has you over on the weekends for dinner, and took you on a fun trip to celebrate your accomplishments this year, or good like they don't yell at you and typically let you do your thing?
- Behind closed doors, what do you think your boss says about you? How would he/she describe your strengths and weaknesses? How are they invested in turning those weaknesses into strengths?
- When was the last time you received a review? Did you agree or disagree with the feedback your boss gave you?
- Is this the best boss you've ever had? If not, what did a previous leader do or say that this one doesn't?
- Would you describe your boss as more of a leader or more of a manager? Why?
- Wave a wand – what immediate changes would you make to the support systems, structures, or team that would help some of the pressures to increase productivity or efficiency?
- If your team had a larger budget, what resources or tools would you ask that they invest in to help you with your daily, quarterly, or annual goals?



Tip #4: Practice Active Learning



- Next Level Exchange:**
- Rookie Training
 - NLE Library
 - NLE TV

Recommended Episodes from Today's Session:

- Rookie Program: Modules 10 and 11
- NLE TV: Big Biller Episode by Nathan Hanks



Tip #4: Practice Active Learning

FREE TWO WEEK TRIAL: Premium Membership

Receive unlimited access to the Rookie Training Program, the NLE Library, and NLE TV for two weeks. During your two-week trial, you can cancel at any time by emailing orders@nextlevelexchange.com.

Premium Membership: Unlimited access to Rookie Training, NLE Library, and NLE TV for \$129/month; following your 12 month membership, your subscription will auto renew on a month-to-month basis and can be cancelled at any time.

Standard Membership: Unlimited access to the NLE Library and NLE TV for \$89/month (NO ROOKIE PROGRAM); following your 12 month membership, your subscription will auto renew on a month-to-month basis and can be cancelled at any time.



Tip #5: Turn One Stellar Candidate into Many

- Review the candidate's resume and provide feedback



Tip #5: Turn One Stellar Candidate into Many

Checklist: Position:

Current Role & Responsibilities	
Years of Experience	
Degree and Certification	
Relocation Details	
Management Experience	
Recent Projects	
Lead Projects	
Other	

Skills Matching:

Current Role & Responsibilities	Match
Years of Experience	Match
Degree and Certification	Match
Relocation Details	Match
Management Experience	Match
Recent Projects	Match
Lead Projects	Match
Other	Match

- Compile the information into one package – the Candidate Opportunity Profile



Tip #5: Turn One Stellar Candidate into Many



Candidate:

Position:

Skills Matching:

Current Role & Responsibilities	
Years of Experience	
Degree and Certification	
Relocation Details	
Management Experience	
Recent Projects	
Lead Projects	
Other	



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**CLICK "MEMBERSHIP" AND SIGN UP FOR
YOUR TWO WEEK FREE TRIAL TODAY!**