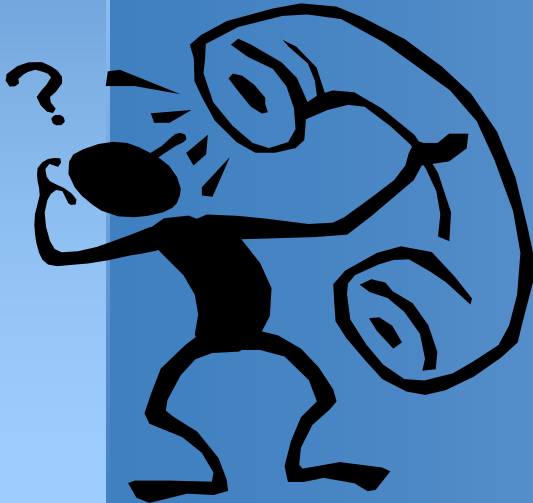


More effective recruiting



- Taking the Fear and mystery out of telephone research, sourcing and recruiting.
- Making the phone your friend
- Using the internet and the phone effectively



Information: Don't search in the dark.

Insufficient knowledge of the position, client, and industry makes your task much harder.



So take off that blindfold:

- Ask the right questions when taking a job order
- Follow up with independent research.

Initial needs analysis and job order



Do you really understand the Niche you are recruiting.. The job order

- why it is important to understand
- what will set you apart from the pack
- what are the cost savings

COMPANY RECRUITING QUESTIONS

The first step to going out to find great candidates for your client or organization is have a clear understanding of what the hiring manager wants in a new candidate. However, there is more to this than just having someone hand you a position profile and send you on your way. Today's professional recruiter knows that the more information you can get, the more appropriate the candidates you will be able to not only source but, actually get interested in the position you are representing.

The following questions are by no means the only questions one should ask but they represent some of the questions that Professional Recruiters will ask because they know that knowledge is power and the more you know about the position and the organization the more likely it is that you will do a great job and find the right candidates in a timely fashion.

Good questions to the client include asking about



- Company
- Position
- Industry
- Vendors
- Clients

- Software
- Trainers
- Possible candidates
- Professional Associations
- Marketing techniques



COMPANY RECRUITING QUESTIONS 2

General Questions about the Position

What is the formal title of this position?

What is its informal title?

What might other companies call this position? For example, a salesperson at some companies may also be called a project manager.

With whom do they interact internally, by formal, informal, and generic titles (people above them, below them, and peers).

With whom do they interact externally (**for example, vendors, clients, customers, contractors**)?

Can you describe a typical day/work week of a person holding this position?

What do you want this person to accomplish in the first 30 days? The first 90?

What Software or Processes does this candidate use?

Is any training or Support provided? Internally or externally? Who? What? When? Where?

From what position would a person holding this position likely have been promoted?

To what position would a person holding this position likely be promoted if successful?

What are the long term opportunities associated with this position?

How long is this position open? Why?

Who is currently doing this job now?

Will you relocate this individual? What is your relocation Package?

About possible candidates

Is there ANYONE in particular you wish to hire that your organization can't approach?

What is the Background of the Ideal Candidate – skills/education/experience/years preferred?

Where is this person likely to have gone to school – colleges, trade schools?

What kind of professional background might this person have?

Are there Specific Companies you would like the Candidate to come from?

Are there any companies you DON'T want the candidate to come from?

COMPANY RECRUITING QUESTIONS

Compensation and Benefits

How (EXACTLY) will this candidate be compensated? (Let's be clear about the compensation UP FRONT) this should include Salary, Bonuses and how often bonuses are paid, Auto/Auto Allowance, mileage, expenses – PRE TAXED?

What are benefits – Medical, life, dental, stock purchase, stock option, 401k, IRA, What is company Match, Education, Disability? Start date and eligibility of benefits? **(Try to get a copy of their “Benefits at a Glance” handout if available)**

About the company

Who did you turn down and why?

Who are your trainers, vendors, clients, contractors, MFG reps, testers?

What are the three best reasons to work for this company?

What is the Organization Culture? What type of employees do well there?

What is your hiring Process?

What are your expectations in Terms of “time to fill?”

What are you going to lose if the Person Does not have the full experience or skill Sets?

About the industry

Who are competitors?

What competitors do you wish to find these candidates from? Why?

Any companies You DON'T want these candidates from? Why?

Any different types of businesses using employees to do similar work

What other departments may they be working in?

Personal Background:

What type of hobbies may this person have?

Where may they be hanging out that may be related to the industry?

What associations will this person be a member of?

Apple Orchard Story

Let's say there was mission to find a bushel of apples, and the one who brings back the Sweetest, biggest, and the most wins.

Due to lack of Knowledge Many of us will immediately go for the obvious – targeting the low hanging fruit which is rarely the sweetest or biggest – the same fruit that all the competitors will be also going after. Soon the Tree becomes Barren and doesn't produce anymore. **Now what?**

But, with more knowledge – say you were to do some research – find out where there is a Grove of Apple Orchards; in that orchard who has the best apples and of course the Most in one location.

Of course we don't call the orchards to find out who has the best (a common mistake in recruiting) – **why not??** Well because of 3 points –

1. The orchard will be slammed by calls of course by all the other competitors calling and they will get scared of being raided, so they are very protective - as they need their product for production for Cider, Apple Sauce or such like
2. If you get someone that is not as savvy in the office they could of course then say they of course have the best apples and come on down – and now you are met with all your competitors raiding the apples
3. The Orchard has not been doing well, the apples would be better off making cider or the orchard may have been picked dry already.. so when you get there you find that you took a wasted trip. Time that could have been best spent elsewhere.



Apple Orchard Story continued

So what do you do instead? - Well, I would go beyond the obvious - **I would try to See the Apples for the Trees –**

What Do I mean ?

Well I would call instead –

- Fertilizer Companies (The Company is spending money on Fertilizer, which means that the apples are sure to be healthier
- The Boxing and Container companies – they will know which orchard often uses the most at one time.. Hmm lot's of good business means more production, which means better apples. More than likely
- The Apple Juice and Sauce Companies – Especially the ones who have the Best juice and Best Apple Sauce – they can direct you to the orchards they buy the apples from.

Not only will they direct you to the Orchards, but quite often they will give you the contacts they work with.. Wow – Names, names and more names to get past the security where you need to go pick those apples. And all from a few calls!!!!!! YEAH!!!!!!

Research Works– you will find that you will be able to pick better fruit, more fruit and win the competition in less time and less effort.



When Searching for:	Network with:	
Sales and Marketing	<ul style="list-style-type: none"> • Sales secretaries • PEO providers • Purchasing agents • Customer service reps • Investment managers 	<ul style="list-style-type: none"> • Mfg reps, distribution reps • Business journalists • Financial magazines • PR managers • Accounting and financial advisors
Accounting, Legal, Medical, Nursing, Estimators	<ul style="list-style-type: none"> • Medical transcriptionists • Auditors • Temps • State licensing boards 	<ul style="list-style-type: none"> • Legal clerks • Marketing advertisers • Facility managers data processors • Research and development
Engineering	<ul style="list-style-type: none"> • Contractors • Project managers • Sales people • Licensing Boards 	<ul style="list-style-type: none"> • Real estate brokers • Financial and mortgage management • Government employees • Research and development
General	<ul style="list-style-type: none"> • Vendors • Software providers • Trainers • Facility managers • Maintenance and service • News -- of people recently hired, promoted, or retired; • Mergers and acquisitions; layoffs 	<ul style="list-style-type: none"> • Professional associations • Seminars and conventions • Industry chat rooms, newsgroups, Blogs and forums • Educational facilities, professors • College and school alumni lists • Old resumes – who is currently in position

REFERRALS MAY COME FROM THE FOLLOWING PLACES

Networking with former employees and candidates by asking the following not only do we use the who - who do you know who is QUALIFIED, (don't use interested) in the position!

Jar their memory by asking the following -

- The Last company you worked for?
- Associations you belong
- Someone you know who is not getting enough money, insurance, benefits, not getting promoted due to discrimination, not getting along with boss or peers
- Project is completed
- Not moving up the corp ladder
- Went to school or took a seminar with
- Vendors in the area?

People love to talk, your job is to listen

When you stop asking questions you will stop finding answers.



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