

HR

HireResources

## How to:

- Effectively Pre-close
- Prep candidates
- Address Counter Offers

**Let's get started**

# Gaining Candidates Trust



The Candidate Prep and Pre-Close start with the 1st call

If you don't win the candidates trust in the 1st call, most of the rest of your efforts are wasted time.

# Addressing Counter Offers



Layout the clients' interview process.

It is important that the candidate understand how the process will unfold and the timelines involved with potentially getting to the finish line.

Assuming you've done a good job understanding the Candidate's reason for making a move, now is the time to address Counter Offers.

# Addressing Counter Offers



## Why you NEVER accept a Counter-Offer:

- Company is 90%+ of the time is simply protecting their interests
- Now they know you aren't loyal
- You went behind the company on their time, money, etc.
- Your brand in the marketplace has now changed
- Everyone now knows you can be bought
- Corporate planning now must address the fact that you'll likely be leaving. Forget about the great reference you could have had!
- Your career is forever damaged

# 1<sup>st</sup> Candidate Call



**Introduction** - who are you; who is HR; Reason for your call (networking and possible match). Lay the ground-work for a possible long-term working relationship. Are you able to gain their trust as a SME.

**Outline of current search;** Does it sound like a fit? If so, continue with analyzing how and why it is a good fit. Now you have their attention and can dig into what the candidate is looking for in a new opportunity, why he/she is open to considering a move; Why do you consider this a candidate you would submit for this role or any other; Make sure you elaborate on why it is good for the candidate to be completely honest and how you can be an asset to this person throughout their career. This role may or may not come to pass but you see opportunities every day that you will be happy to keep them informed about...

# 1<sup>st</sup> Candidate Call



**Share the client name** and why it is such a fantastic company to work for - you must be well versed in the jobs and clients you are working on (Specialization is key). Only do this if there is a good give and take on the call and the candidate has indicated it seems like a good fit and intends to send you their resume today.

**Set follow up** call to review resume and to ensure the formatting is correct and possibly to recommend improvements. Also, you might consider sending the candidate a copy of the job description. Many times I do this while on the call and suggest for them to reply back with some bullet points (in their own words) as to why they are a fit. This helps ensure you both are on the same page as well as helps you with your submission write-up.

# Pre-Close



It is important to begin your pre-close from the very 1st call. You will never have accurate information unless you ask the right questions. You want to set the environment for a successful placement. Some examples below:

XXXX Why are you open to considering a move to a new opportunity? You need to fully understand what they like about their current role and environment and what they dis-like. What is missing that leads them to be open to move. Make sure you take notes in the candidate file in Zoho.

Is it money, growth, environment - you need to fully understand. Then start pre-closing.

If the opportunity can offer you XXXX is there any reason why you wouldn't accept an offer....

Discuss the candidates family - spouse - Have they discussed this with their significant other and how did that go..



# Pre-Close



You need to discuss Counter Offers and all the reasons why you never accept. You must share examples of what will happen when the candidate goes to give the resignation notice. Companies must protect their interests and many times will go to extraordinary lengths to do so.

For example: XXX you can't leave, we were about to give you a promotion and a raise. You are too important to us. You must stay... Candidate says ok but doesn't realize the fact is the company is buying themselves time to find your replacement. They now know you are not loyal, you were interviewing on their time and you will leave at the next opportunity that looks better.

Accepting a Counter-Offer will 90%+ of the time significantly damage your career and brand.

# Quality Submissions



## Quality Submissions

- This is part of your brand and a major contributor to getting a placement or Not.
- Your summary should very quickly point to how and why this is a fantastic match
- Less is more (pointed bullets and far better than paragraphs)
- Bold the key matching points, skills, experiences
- Resume must be formatted to highlight the match
- Take the extra day or two to get this right and you will increase your placement ratios.

# Interview Prep



- Candidate must have a reliable phone connection.
- Must be in a quiet location with no distractions.
- Should have a copy of the job description with them and highlight key points/skills/experience the client seeks and be able to sell themselves to those points.
- Have a copy of their resume with them with highlighted important experience and skills that match what the client seeks and be prepared to sell yourself.
- If going on an in-person interview, must have several copies of resume. Every person they meet/interview with should be given a copy of the resume.
- When greeting the receptionist, be engaging, upbeat and enthusiastic. (Could be the owner's wife).
- Smile (even when on a phone interview), Should consider doing the interview (phone) standing up – it helps with your energy level.
- Companies in general are not seeking serious, low key people to join their team. They want enthusiastic, happy people with good energy.
- Always maintain good eye contact.

# Interview Prep



- Must have at least 5-8 good questions prepared and written down (sometimes we freeze up in interviews) - this will show you have an interest in the role and company, you've done your homework (YOU BETTER HAVE DONE YOUR HOMEWORK) and will give you the key points that will allow you to sell yourself to the client.
- For example, you might even want to start the interview with asking if it is ok if you ask a couple of questions.
- One question you definitely want to ask is, can you describe your ideal candidate for the role? Another would be, can you tell me the most important skills sets and experience you seek for the role? With the information you gather, you can now sell yourself more effectively. You can say, let me tell you about my skills and experience and talk to what you now know they seek in the ideal candidate.

# Interview Prep



- Never finish an interview with out closing with- I really appreciate the time you've spent with me, the information you've shared has me even more excited about the opportunity and I'm certain I would be an asset to the team. What are the next steps? You never know who will make the hiring decision and thus make sure everyone knows you want the job (That is, if you do want it).
- Many people forget to ask for the job and then never get an offer.
- If asked about your salary requirements. The best answer is – I'm very interested in the opportunity and am certain if you make me an offer it will be competitive and one I will strongly consider.
- If pushed for a salary number, you could say – in my most recent role, my total compensation was XXX, I am hoping to advance my career by joining your organization and am sure if you make me an offer, I will strongly consider it.

# This is Your Business!

## What will YOU make of it?

In business it is critical to constantly seek out learning opportunities that will help to improve your skills and hopefully your profitability.

Consider joining our next training calls. A few of the topics will be:

- Setting goals; Managing your desk; tracking your metrics
- How to become a more efficient recruiter and increase your production
- Strategies to become a six-figure earner