



Top Recruiter Secrets e-Book

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**NOTE: (This excerpt is part of the Introduction in the
'Top Recruiter Secrets' eBook. It's meant to
give you a feel of the pace and quality of training to come).**

Introduction

This program is dedicated to making you the best professional Executive Recruiter you can be by supporting your experiences with practical, real life strategies that work great, over and over.

It has been a privilege for me to be a Recruiter for the personal satisfaction and monetary rewards. Knowing my efforts have helped so many companies benefit from the exceptional efforts of the candidates I provided is inspiring. Helping candidates meet their professional goals is equally rewarding.

This eBook could easily have been three times as long. It could have included volumes of psychological explanations, theories and tactics still taught by ‘old school’ recruiters. The reason for presenting a step by step, ‘do this, say that’ model, is because I know first hand these strategies work and when used as outlined, they’ll work for you as well.

I’ve purposely omitted anything that smacks of manipulation because such ploys are transparent and create distrust. There’s no need to manipulate situations or people if you’re working sincerely in the best interest of your clients and the candidates you meet.

Many of the, ‘WHY are we doing THAT?’ questions you may have while reviewing the program, will be answered the first time you follow the directions as stated. You will find yourself spending less time on activities that don’t produce placements. You’ll feel a greater sense of accomplishment each time you identify the exact candidate your Client needs and you will make more placements.

This program is about making more placements by using what you already have on hand; a telephone and a few resumes (or contacts). Successful recruiters access 100% of the available marketplace vs. the 20% reached by ads. The best candidates are happily employed and not looking for a job. They are open to the possibility of an opportunity existing that will take their career to the next level.

If you approach a candidate professionally, gain their confidence and trust, you may be a key factor in changing their life for the better. You'll feel good and be well compensated for your efforts. Let the hunt begin!

As you implement new methods of managing the search/placement process there are a few essential factors I highly recommend you commit to memory as soon as possible.

First, your loyalty lies with the company that pays your fee (or salary). As issues arise and sometimes cloud the process, remember where your loyalty lies and your decisions will become clear.

Second. Whenever a question is asked, answer the question directly and immediately follow up with another question. Seek to understand what motivated someone to ask the question in the first place. This simple practice will help you maintain control of your placement process and put you in the position of Guide. As you assume the responsibilities of a Guiding Recruiter, the other participants will let you lead the way. Recruiting is your area of expertise and your territory. Assuming your role will expedite your efforts.

Third. Establish your rules and explain every step to Candidates and Hiring Managers. Be flexible. The goal is making placements not world domination. Create a sense of urgency and if candidates (or clients) start dragging their feet and fall behind, ask questions. Find out if they are sincere. Have the motivating factors urging them to consider a new opportunity changed? (Or, for clients; is filling the position still a top priority?)

Don't be afraid to drop an uncooperative candidate (or client). Just make sure you understand WHY you are dropping them. There are innumerable eager candidates out there (and clients) who will appreciate your every effort in helping them take a step forward in their career.

Fourth, to be consistent and successful, keep sending only the best candidates out on interviews. Every week, make sure you send out at least 3 candidates. It does not matter if

all three candidates go to one client or each candidate interviews with a different client. Send outs translate into placements and make recruiting fun and rewarding.

A good recruiter can place one to twelve (or more with support) candidates a month. The income potential is unlimited and can be attained if you accept and follow these instructions. Create the company you desire. Once you master the fundamentals of recruiting, how you choose to operate is up to you! Be open to high earnings; don't limit yourself!

Beware beginners. There is a natural tendency to STOP all activity when a placement is made! That's a killer. If your focus is on send outs, you will not have time or the inclination to stress over who is hired by which company.

When you commit yourself to the activity of sending candidates on interviews, you won't care about the deals that fall apart. It's a fact of life: deals will fall apart even when you do everything letter perfect.

Keep yourself active sending out candidates on interviews and you'll make placement after placement. You'll also be very, very happy.

Finally, Relax. Making placements is easy. Understand you will make mistakes and that's okay. Follow the program. This is a method and collection of principles; let it work for you. Recruiting is an art and the secret is to learn to orchestrate and let those involved do 75% of the work.

Be creative in how you ask questions. Listen carefully and use silence often. Keep your focus on the end result, making placements. Prepare yourself for great results! You deserve the respect and recognition professional Recruiters enjoy.

BASICS- Establishing credibility and the role of a recruiter.

The role of a Recruiting Consultant is to bring employer and employee together for everyone's mutual benefit. How thoroughly the consultant does the job determines the degree of mutual benefit.

Professional Recruiters direct and manage (control) each phase of the placement process. They are confident in their work, use common sense, view all situations objectively, and are conscious of the halo effect, (covered under interviewing), stereotyping, and personal slumps. He/she communicates fully during every step of the placement process, and has a sense of urgency.

The first 30 - 45 seconds of ALL your recruiting calls is the most important part of your conversation. Your listener decides in that 45 seconds whether or not they will dismiss you or have a conversation. You must establish your professionalism, authority, competence, and some trust in order for them to feel it is worthwhile to give you any more of their precious time. You must make them believe it's in their best interest to at least listen or ask some questions by the end of that 45 seconds. Sound intimidating? Don't worry, the solution is surprisingly simple and once you feel it work you'll do it every time.

A recruiter establishes credibility in several ways.

The first critical element involves the tone and pitch of one's voice. Sit up straight and speak from your diaphragm. Breathe deep. Purposely lower the pitch of your voice, especially if you are a woman with a breathy, girlish, sing-song tone. Hold the phone or position your headset mouthpiece so your voice is clear and strong (loud enough). If you're feeling down, stand up and look down at your phone. You'll feel more in control.

A deeper voice commands respect. You want others to see you as an authority in the recruiting arena in order to manage the process most effectively. Pay close attention to your tone. Keep your tone of voice enthusiastic, warm and confident. Your role as a Recruiter is to direct and control the entire process so that more placements are made. As you master each skill you'll find yourself filling more positions with less effort.

Practice these simple suggestions and you'll notice your listeners will give you the credit and respect expert Recruiters

deserve.

The second key to immediately establish your credibility is:

SLOW DOWN your speech pattern. Talk slowly. It may feel unnatural at first. I'll go as far as saying this is mandatory to presenting yourself in the most credible light and establishing the authority needed to manage the process through rough patches. It's usually during negotiations that a candidate can get cold feet and start saying things they may not really mean because they're nervous! Candidates who are in high demand can also react unreasonably to very good offers. Everyone wants to make the right decision and it's your job to keep people calm and on track.

In my personal, close relationships I tend to think fast, talk fast, and respond quickly to what I hear. I make decisions quickly and have confidence in my judgment. I'm also shy.

When working as a Recruiter my demeanor changes. Keep in mind you're talking to people about a significant life change when the topic of discussion is about changing jobs. Many people fear change and in their effort to stay in their comfort zone, will back away from the topic. It is easier to stay put, for many, than leap into the unknown.

When you talk slowly, it allows your words to be processed more clearly in the brain of your listener. A job change is an important consideration. Treat it as such and you'll create rapport and feelings of trust.

As you implement these recommendations don't be surprised when you receive more compliments. People will compliment you on your "expertise". After years of receiving compliments when I'm in my role as a Recruiter, I credit those compliments to the comfortable feelings and appreciation that candidates and hiring managers feel because they have a greater understanding of what they've heard.

Combined, these small practices (authoritative tone, slower speech pattern, lower voice, and clear enunciation) makes those who are listening to you like themselves more and that tends to translate into liking and trusting YOU.

Practice your 45 second speeches a dozen times before you make your first call. If possible listen to a recording of yourself.

Imagine you are the CEO of a giant conglomerate everyone knows. You want and expect people to listen to you and so you must speak accordingly.

It is your responsibility to manage and direct the entire placement process. Hiring managers and candidates will follow your lead because **they think that is your role as well, IF** you establish your authority and credibility. People will follow the direction of a leader. You are that leader.

When we review the ‘scripts’ for the 45 second speech...time yourself to see if your 45 second opening is completed in 20 seconds...slow down and increase your effectiveness immediately.

Listening

Listening is the 3rd key element in establishing credibility and trust and getting placements completed.

Good listening habits include:

1. Finding something interesting in every conversation.
2. Concentrate on content, not delivery style.
3. Suspend impressions until the other person has completed delivery.
4. The ability to summarize their main points.
5. Do not tolerate distractions.
6. Be goal directed.
7. Rise above emotional reactions.
8. Explore difficult topics through questioning.
9. Be sincere and respond appropriately.
10. Use silence effectively.

Silence:

The most important part of listening is silence. When in doubt during any conversation, use silence. When listening, learn how to **“provide silence”**. Remember, as a Recruiter we are slowing everything down. **Listen for thought process completion. Don’t interrupt!**

When someone stops talking, **practice silence** for an additional few seconds. If they have more to say it may be a very important

piece of information. Stop yourself from immediately talking when the other party has stopped. If you've been listening and need clarification, ask those clarification questions.

When you've asked a question and the candidate is silent. Let the silence last several seconds. **Silence is a solid buying signal.** Let the other person process the information or question you've just asked. **Get comfortable with silences.** Many times the other party has not considered where they stand on the question you pose, ever.

- **Know this: NOT Listening can cost you credibility and trust. NOT listening can cost you placements.**

Listening is the most powerful tool we have in gathering information. Information is power if negotiations start to unravel a deal.

There are a few things that interfere with listening.

- Intimidation. Not being prepared. Have your questions prepared and in front of you. With preparation you won't be wondering what to do next and you'll be able to focus completely and listen to the candidate, hiring manager or reference.
- Lack of knowledge. Be familiar with publications. ASK QUESTIONS and LISTEN to the answers. You are an expert in recruiting; candidates and hiring managers are experts in their field. They will explain things to you as it will ultimately benefit them.
- Lack of confidence. Gain confidence by doing the most difficult task first and again, by being prepared with questions.

Gathering Information

Gathering information goes hand in hand with listening and is the 4th **key element** needed to be a successful recruiter. Establish yourself as a professional by gathering information. As you gather information others respect your role and tend to cooperate with your efforts. Listening also makes gathering information and your entire job, easier.

- Have a list of specific questions.
- Be sincere.

- Be honest.
- Do not explain your actions. Maintain your authority.
- Conceptualize what someone is telling you...make decisions on concepts and not words alone. This happens more as you listen for thought process completion.

Slow down!

General Open Ended questions allow whoever you're talking with to discuss what's important to them. You use that information to decide if a person is well suited to your client company, qualified or not, and if you wish to move forward. Gathering information gives you the knowledge and power to make the best decisions in the least amount of time.

Sample questions you can use over and over. (Good information gathering questions are not necessarily in question form!) We'll cover questions in greater depth when we discuss interviewing.

1. Tell me more about that
2. Why?
3. Elaborate please
4. What would you like me to do for you? 8. What do you expect from me?
5. Expand on that for me.
6. How do you feel about.....?
7. What should I have asked you but didn't?

Miscellaneous Tips

- Be honest with both candidates and hiring managers.
- The more people you talk with the more you get recognized as a proactive force at your company and perhaps by others in the industry.
- Give ALL information, both good and bad, to hiring managers.

There are no perfect employees just as there are no perfect companies. We will discuss how to minimize or put weaknesses into context during the presentation step of the recruiting process.

Example: “This candidate has seven years experience, (the position recommends ten years), positive references, and experience as the lead engineer on several large bridge projects.”

Notice we used only relevant FACTS and there was no undermining our own efforts with words like “but” or “however”. Be careful in your choice of language. Let hiring managers make decisions on facts that are relayed without bias. Understand conditions you PERCEIVE may eliminate a candidate may be irrelevant to the hiring manager. Don’t undermine your work!

- Know with quantity comes quality.
- Lose well. Offer congratulations if a candidate accepts a position from another employer...use this opportunity to ASK for Referrals! “Lose well” also means NEVER badmouth the competition.
- Be a true professional. Don’t skip steps or think because someone has a senior level position they already knows how to interview. Your responsibility is to manage every step of the process. Candidates WILL listen. Give candidates tips on interviewing; cover the pitfalls of considering counter offers EVERY TIME, etc. The biggest headaches come when very simple assumptions are made by the Recruiter!

I learned this the hard way. Once I arranged an interview for an attorney who was a partner in a medium sized law firm. He was going to interview with a national law firm out of Washington DC with an office in Denver. The attorney could bring a book of business with him of several million dollars. The opportunity would let him be an average fish in a big, prestigious pond vs. a big fish in a small pond. I failed to review tips about interviewing and toss him a few practice questions.

If I had done my job properly maybe he would not have brought another attorney from his firm along with him on the interview! I felt embarrassed and took for granted “everyone knows” that bringing a guest to an interview is bad form. To

my credit when following up with the candidate I advised him I would not present him elsewhere. I told him simply the client was, “not interested”. He knew he had blindsided me with his stunt. I didn’t trust him nor would I give him a second chance. I needed to maintain control of the placement process; He was well aware his behavior was not okay.

My client was forgiving and didn't put the blame for the partner’s poor judgment on my shoulders. I suspected the candidates' 'package deal' tactic was a cover for issues the two attorneys were having at their present firm. A few days later my guess was confirmed. A partner in another big law firm told me that another key partner of the firm my candidate was from was also out interviewing. We moved forward because of my already established credibility.

- Call reluctance. If the previous positions you’ve held did not require you to make a lot of outgoing calls, sometimes beginners experience ‘call reluctance’. As you pick up the phone and dial, don’t worry about the possible mistakes you can make...rather focus on the result you’ll achieve with the immediate activity at hand.

If you’re in the process of locating a candidate, think of this activity the same way you would shop for a special gift for a spouse or child. If you were shopping for a custom tennis racket, you may have to call 10 or 15 local merchants to see who carries this special item. You would not give that activity a second thought and with practice, that’s how recruiting and new job order calls will feel. As you practice making calls you'll lose any feelings of self consciousness because you'll be focused on your desired result.

- If a candidate has been happily employed for several years, he/she may not have a resume prepared and not be ready to take the time to prepare one. That’s okay. Proceed as planned. Supply the key information the Hiring Manager longs to hear and the Candidate’s critical employment information, including dates and accomplishments. If the Client wishes to proceed that's when the application gets completed. You don't need a resume to present a qualified candidate.
- Once you have the fundamental skills needed to make placements there is no end to the ‘extras’ available for

Recruiters. By ‘extras’ I mean software for candidate resume management, associations to join, networking groups, additional sales seminars, lists, etc. None of those things matter nor will they help you build a business if you don’t know how to make a placement! And when you have the ability to make placements, you can add or switch industries, train new recruiters, and build the kind of recruiting office you envision.

Best Practices

The recruiting process starts with identifying what qualifications the employer **requires** in the candidate they want to hire. Next, identify those qualities the employer would **prefer**. Use a capital **R and P** and **circle them on the job order whenever you work with a specific search.**

The goal is to locate candidates who match those **R and P** qualifications and have a positive motivation to change positions. After the **R’s** and **P’s** match, it’s all about chemistry. Ideal candidates have motivators we call **KEYS** that match a client’s 'R' and 'P' requirements also. Wording of your inquiries will be covered in chapters that follow.

We’ve covered **how** to present ourselves in a positive light and now we’ll look at a few problems that can diminish the likelihood of successful placements.

1. NOT doing what you said you would do.
- 2.....

.....Order your copy of 'Top Recruiter Secrets' today and start making placement like a pro!