



COMMUNICATION HAS CHANGED – OR HAS IT?

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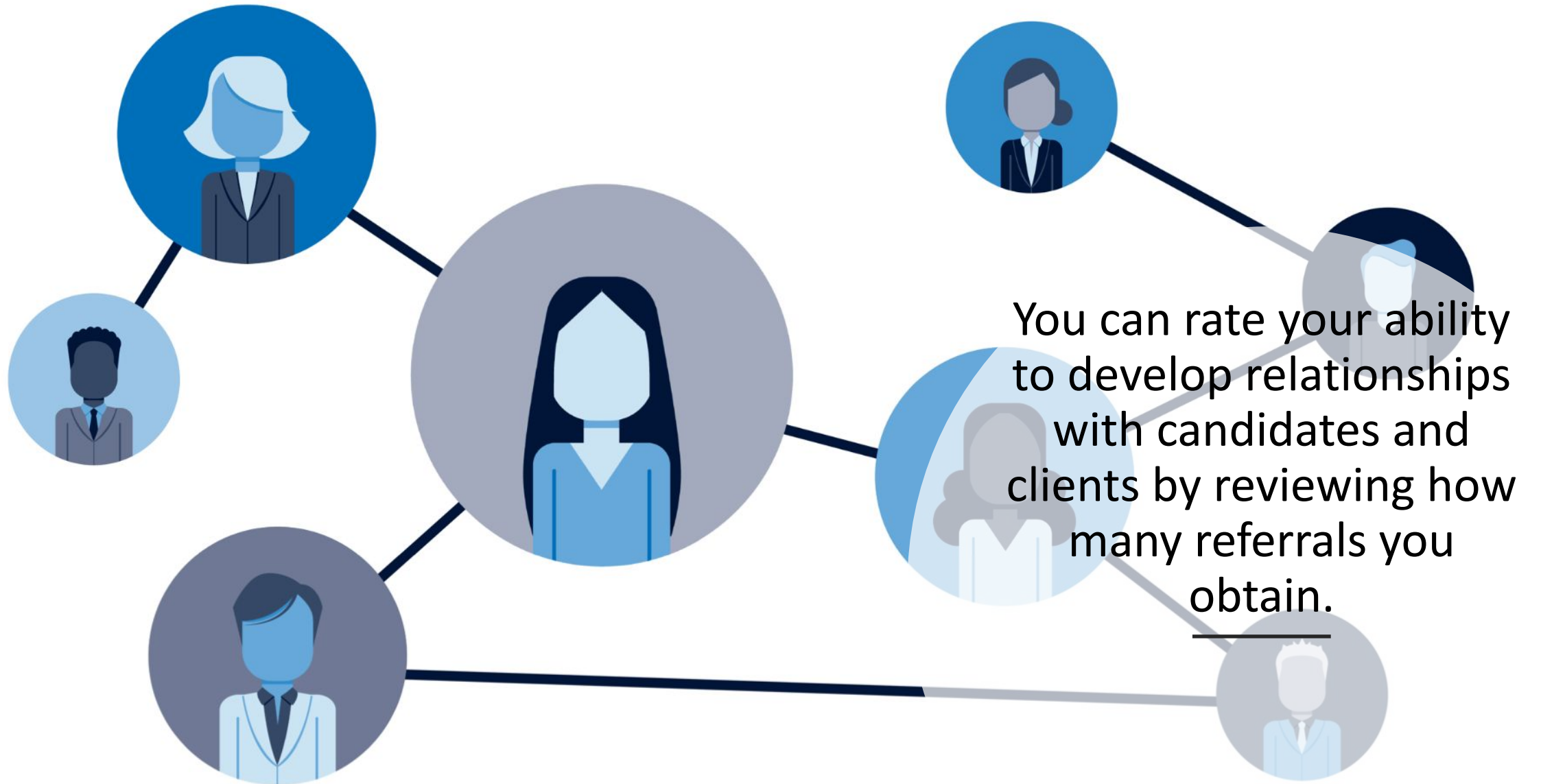


Let's start out
by answering
the following
four questions:



A woman is shown from the chest up, wearing a light-colored sweater, interacting with a futuristic digital interface. The interface features a glowing blue and white Earth in the center, surrounded by various data visualizations including bar charts, line graphs, and circular progress indicators. The background is dark blue with glowing lines and data points, creating a high-tech, digital atmosphere. The woman's hand is reaching out towards the glowing Earth, suggesting a direct interaction with the technology.

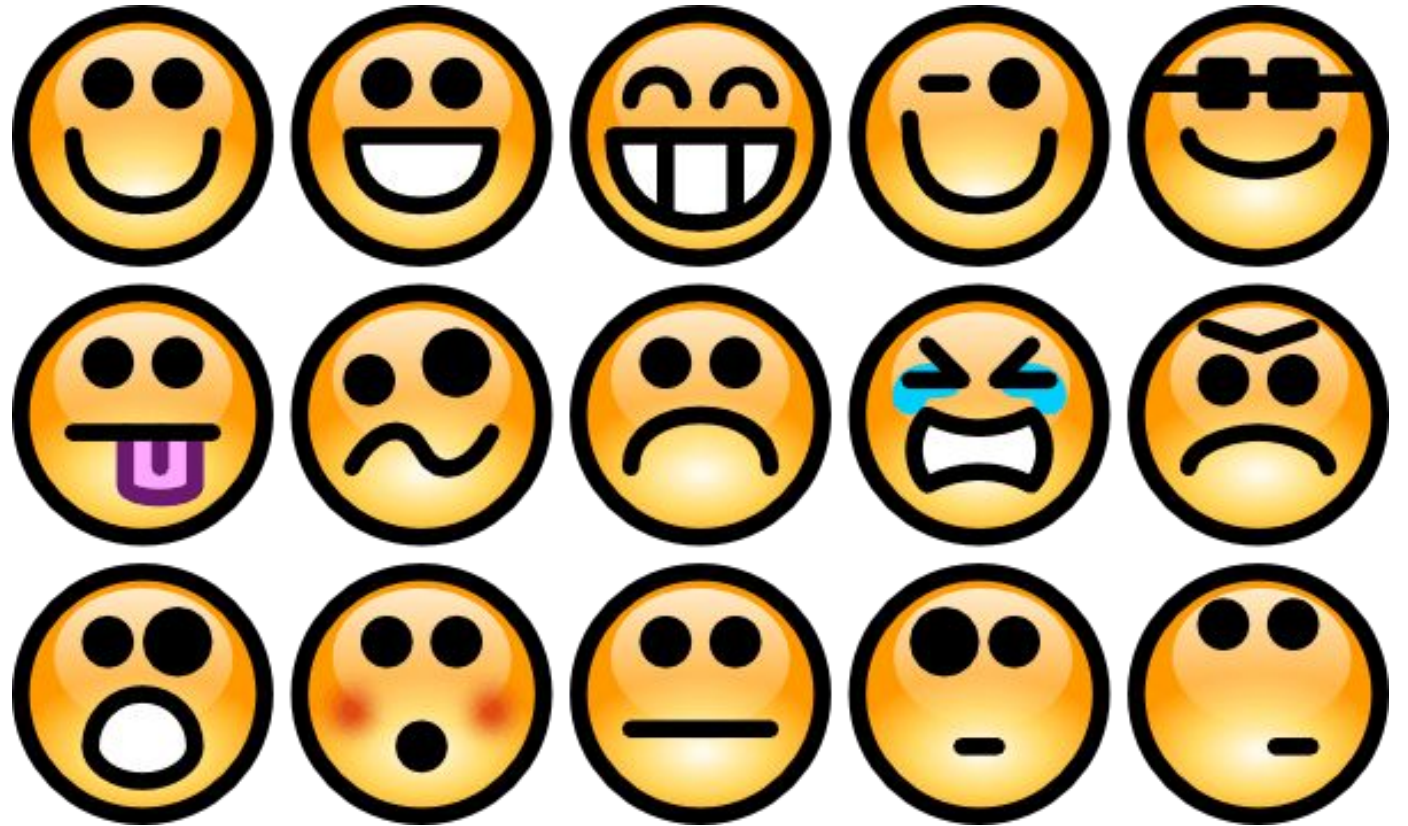
You can't build lifetime relationships with candidates or become a trusted advisor to your clients if your only communicate utilizing technology.





Effective communication is an essential skill in all professions.

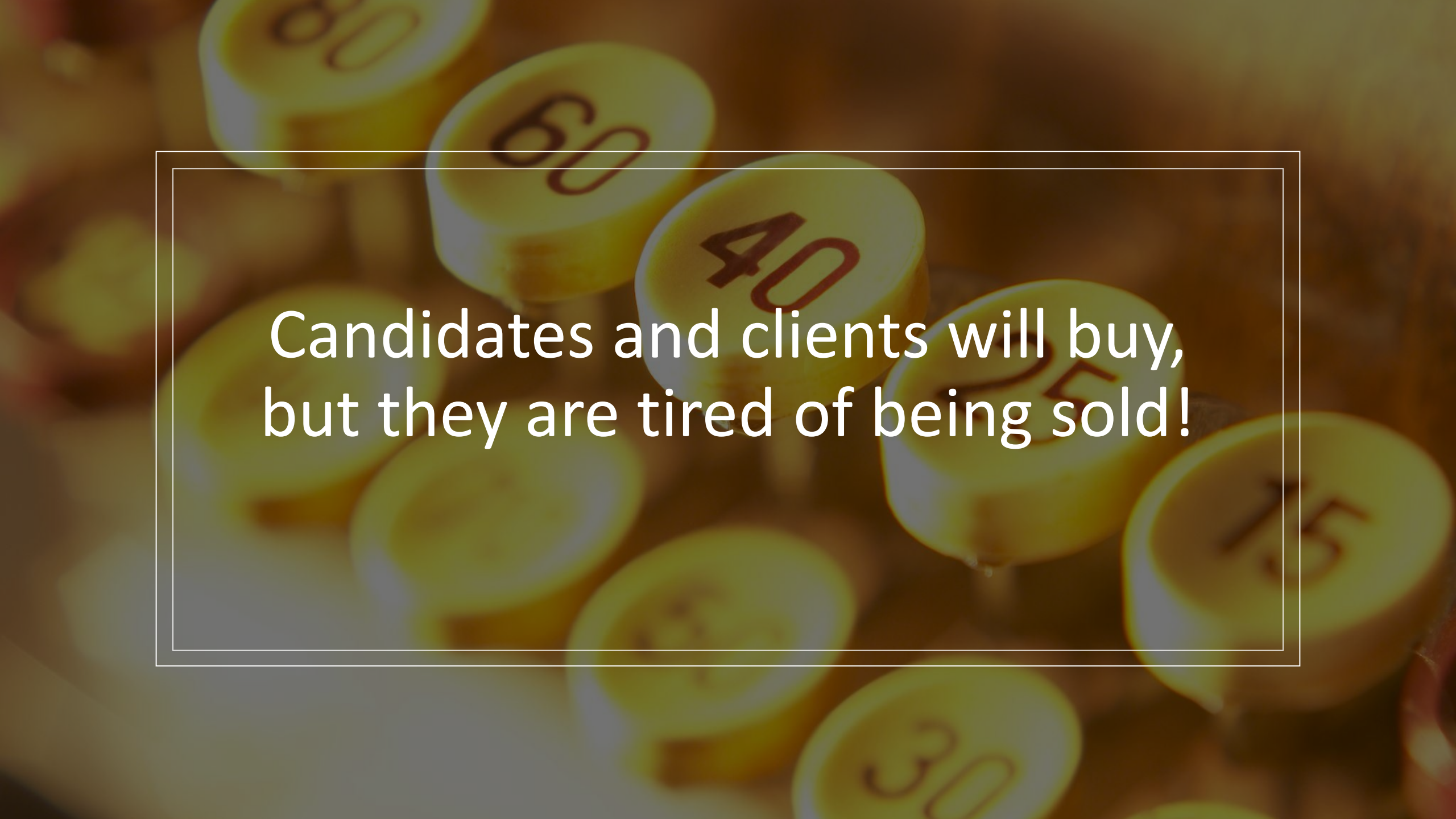
How you say
something is almost
as important as
what you say.





UTILIZE ALL MEANS OF COMMUNICATION

They will talk to you on the phone if they understand the benefit to them. When they refuse to talk to you, it's because there is no rapport or trust.

The background of the slide is a close-up photograph of numerous yellow, cylindrical buttons or tokens. Each button has a black number printed on its top surface. The numbers are scattered across the frame, with some clearly visible like '60', '40', '25', '15', and '30'. The image is slightly out of focus, creating a bokeh effect. A semi-transparent dark brown rectangular overlay is positioned in the center, containing the text.

Candidates and clients will buy,
but they are tired of being sold!

Texting is often the fastest way to obtain a response but try to have a conversation with every third contact.

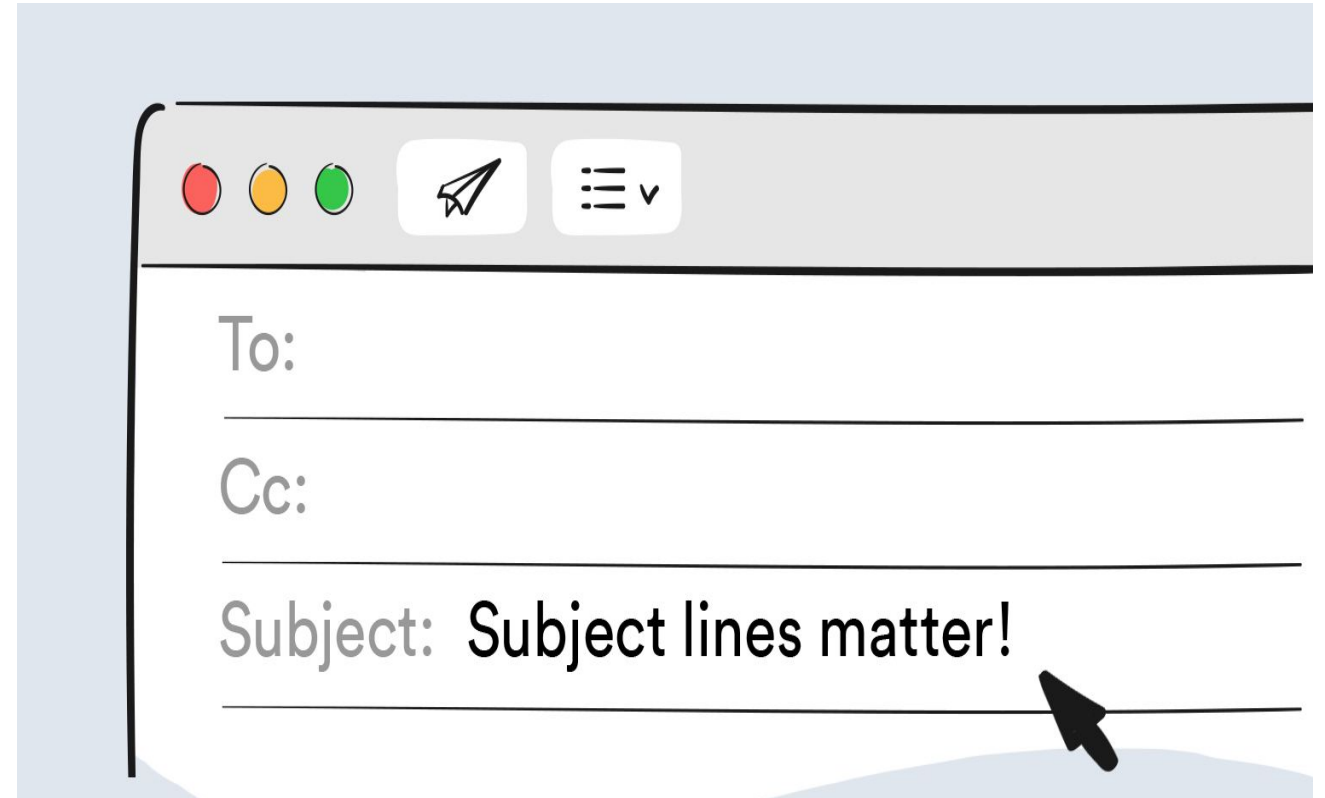


Eliminate Barriers to Effective Communication

- Pitching Too Fast – **slow down** until you know what is most important to each candidate you interview.
- Interruptions - This could be as simple as reacting before someone is finished talking.
- Not Paying Attention - To effectively “hear” what someone is “saying” you need 100% focus.
- Selective Hearing - Writing nothing down in Big Biller (ATS) and choosing what you wish to hear.
- External Distractions - Endless possibilities – especially when working from home.

EMAIL THAT ARE OPENED

According to LinkedIn over 82% of all email are not opened! The sender's name and subject line of your email are the most important factors in having your email opened.







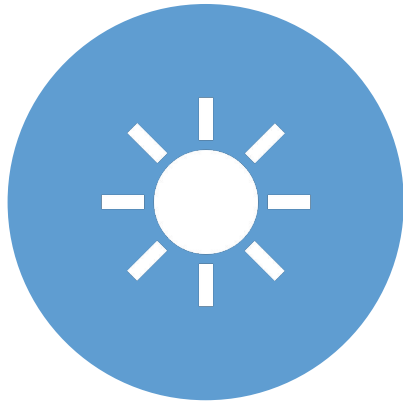
A well-crafted subject line should be between 6 to 10 words and capture the attention of your prospect.

WHEN SHOULD YOU RESPOND TO EMAIL?

Technology can help or hurt your ability to work more efficiently. Often incoming email represent the priorities of other people and not necessarily yours.



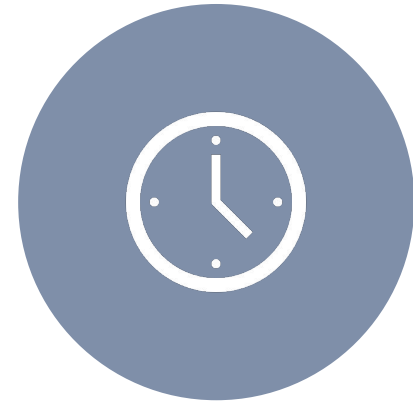
My suggestion is that you answer your email three times every day.



Early in the morning



Mid-day



Late afternoon

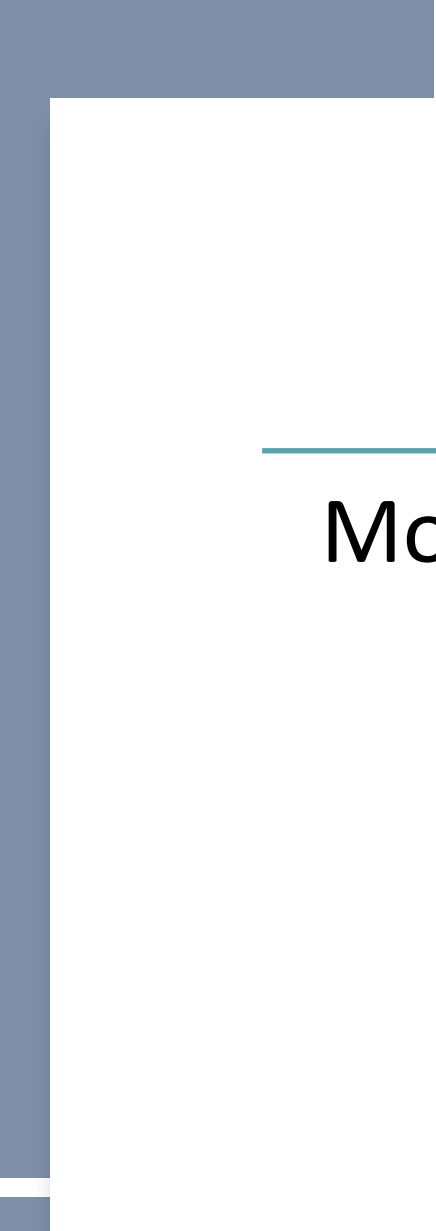
Your candidates and clients now understand why you only respond to them during these hours. This also prevents their follow up calls asking why you didn't respond to their email.





VOICEMAIL THAT ARE RETURNED

One of the greatest frustrations is the inability to get prospective candidates and clients on the phone.



Most recruiters and account executives report
an average of less than 5% of voicemail
messages that are returned

Too many voicemails can be interpreted as the following:

“Hello, I’m a salesperson and I want to sell you something, please call me back.”



There is no perfect voicemail, but the following script has a much higher percentage of returned calls from prospective candidates.

“My name is ([name](#)) and my number is ([phone number](#)), someone suggested we talk. When you call me back, please tell whoever answers the phone to interrupt me no matter what I’m doing so I don’t miss your call. I look forward to our conversation. Again, my number is ([phone number](#)). Have a great day, Thanks!”

There are reasons why this voicemail is returned:

1. You made the person feel important by telling them to interrupt you when they return your call
2. You sounded very interested in talking to them
3. Curiosity – they are wondering who told you to call them
4. You didn't sound like a salesperson

Ask questions to
determine their
challenges, greatest
needs, or problems and
then position yourself as
the logical solution.



If you leave voicemail messages that pique curiosity and makes another person feel important, you are much more likely to receive a returned call.





InMail Templates

These templates are effective for not only InMail, but other written communication as well. This is sharing your brand and showing the recipient how you can benefit them.

It is not a WWD (What We Do) presentation, but rather a WIIFM (What's In It For Me).

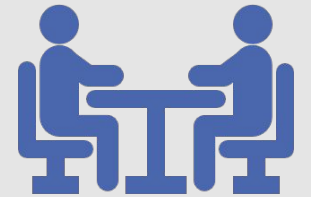
PROSPECTIVE CLIENTS

- In the past (timeframe) I have helped (# of companies) similar to yours, hire the best (type) of talent, who have become engaged and retained employees. Please let me know when it would be most convenient for us to discuss your hiring challenges.”
- I recently helped one of your competitors hire (#) (job title) and would love to provide you with those same results. When would it be best for us to discuss your hiring needs.
- I always ask every person I represent, “Who are the companies, you’d most like to work for?| and your company is mentioned often. We represent the bests talent in your (profession/industry etc.)?” and I would love to discuss the issues you’ve had with attracting top talent who become engaged and retained employees.

CANDIDATES

- I have helped (# of candidates) with experience very similar to yours achieve their short, as well as long-term career goals. When would it be most convenient for us to discuss what you would like to achieve in your career?
- In the past (timeframe) I've helped (#) of (specific job title) advance in their career and would love to understand what you see yourself doing next. When would it be most convenient for us to connect.
- I ask every person I interview who was the best (job title) from their last place of employment and that's how I obtained your name. I help individuals advance in their career and would love to learn what is most important to you at this point in your career. When would it be convenient for us to talk?

When you improve your verbal and written communication skills you will form strong relationships that will elevate your level of success throughout your career.



What have you
Learned?

QUESTIONS?