Filling More of the Business You Write

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GOOD AS GOLD TRAINING

Business is booming, companies need our services more than ever, top talent is at a premium, and Staffing and Recruiting Firms are filling less than 15% of open business.

WHAT?

Can you imagine the impact on your income if you successfully filled only 50% of the job orders, contracts, and assignments written? In many instances you would triple your income!

Four action items you can easily implement for the following eight strategies:

- Identify your best business
- Ensure all interviewers are on the same page
- Prioritize open business (job orders, contracts, temp assignments)
- Questions that improve engagement and retention
- Present top talent faster
- Provide your Sales Team with daily leads (recruiters)
- Schedule 100% of the candidates you present
- Provide your candidates with a competitive edge

STRATEGY # 1 - IDENTIFY YOUR BEST BUSINESS

Identify your best business - conduct Revenue Modeling

To accurately identify your best business conduct Revenue Modeling. Go back two years and study the business that was successfully filled.

Target similar companies who hire the titles you identified

Research companies who mirror your current best clients and hire the same titles you identified as your best business. Share the names of your targeted companies with your recruiting team (If you don't work a full desk).

Embrace the reality that there are Riches in Niches

Rather than attempting to be a “jack of all trades” and write whatever business you find, become a specialist in your niche | area of specialization.

The benefits will include:

- Your recruiters understand the opportunity
- Pipelined candidates in your database
- Candidates can be sent on multiple interviews
- Shorten time to fill
- Candidates and clients will track you down (reputation | track record)

Refuse bad business

1. Money not commensurate with experience
2. Purple Squirrel (unless retained or engagement)
3. Client with bad reputation – candidates will refuse to interview
4. Extremely long interview process
5. History of falloffs, turnover
6. Negotiates fee or requires you to sign their agreement
7. Extended or refund guarantees
8. Slow payer
9. VMS with extremely low percentage of hiring

STRATEGY #2 - ENSURE ALL INTERVIEWERS ARE ON THE SAME PAGE

Send a copy of your order, contract, or temp assignment

Your job order, contract, or temp assignment should be marketing collateral for your client and your GPS to filling the job. When everyone in the interview process reads your document, changes will be made.

Identify performance objectives from each interviewer

Ask how candidates will be evaluated after 6 – 12 months. Often there is a tremendous disconnect between the laundry list of credentials requested and how your candidates will be evaluated.

Prep and debrief clients

Explain the benefit in providing essential information about each candidate before they are interviewed with your clients. This is especially critical in this candidate-driven market. Also, explain how their debrief helps you fine tune your efforts and not waste their time.

Streamline interview process removing emotion and bias

An interview process becomes non-competitive if there are more than four steps. Suggest an impartial first interview conducted by phone, screening the candidates based on answers to identical questions.

STRATEGY #3 - PRIORITIZE OPEN BUSINESS

Status of interview process

Clarify where each client is in the hiring process.

Clarify timing

Request a target date to fill, three interview times, and an alternate person who can confirm interviews. This guarantees you will book send outs which lead to fills and placements.

Problems that exist and selling points

If no problem exists there may be no urgency to hire. When you determine the problem, you can position your candidate as the solution and priorities for this business.

What’s missing

When you determine what has been missing from candidates already interviewed you will save yourself time and effort. Also ask what is missing in the department. If you present a candidate who can provide that skill set, you are almost assured a hire.

STRATEGY #4 - QUESTIONS THAT IMPROVE ENGAGEMENT AND RETENTION

Five performance objectives

Ask your clients to provide you with five performance objectives. These identify how your candidate will be evaluated in 6 -12 months.

Real reason they will consider a new opportunity

One question reveals the real reason someone will consider a new opportunity, *“What five things would you change if you were your boss, to make your job more enjoyable?”*

What must be there for them to make a change today

The answers to this question may surprise you. Don’t assume for one minute that what a person is doing today, is what they want to do in their next job.

Problem Areas

To avoid problem areas, hit them head on. Address counteroffers head on and write down why your candidate will not accept one. Their words are more powerful than anything you could say. Put yourself in the shoes of your candidates, don't agree or disagree with them and you will dramatically reduce problems areas like offer turndowns, no shows, and no starts.

STRATEGY #5 - PRESENT TOP TALENT FASTER

Identifying best business - recruiters can more effectively pipeline in advance

When your recruiters know the titles of jobs you will write, they can pipeline candidates in advance, so their reaction time decreases.

Google Alerts and selling points help promote clients to prospective hires

Recruiters need to set up Google Alerts on all clients and prospects and obtain selling points from sales that a candidate will not read online.

Timing

When a recruiter is given a target date to fill, has three interview times that guarantee send outs, and has the name of an alternate person who can book interviews, they will focus on that business.

Increase candidate referrals

If you would like to triple the number of candidates referred to you, add six words to your presentation. Ask every candidate, *"Who was the best (insert job title) from your last place of employment?"* This will prevent you from ever hearing the words *"I don't know anyone*."

STRATEGY #6 - PROVIDE YOUR SALES TEAM WITH DAILY LEADS

If your candidate was placed through another recruiter, you know this company utilizes our services.

Ask how candidates found their past positions (if another staffing firm – lead)

Five companies they would most like to work for and why (market candidate)

This helps sales target the companies most desired by candidates and leads to an informed effective marketing presentation.

Five companies they would never work for and why (recruiting lead)

This helps prevent sales from writing business with companies who have a bad reputation. This also helps identify great recruiting leads.

Convert reference checks to marketing presentations (account executives)

Keep a list of all companies who have been targeted by sales. If you interview anyone who has worked for one of these companies, let the salesperson check the reference and convert it to a marketing presentation.

STRATEGY #7 - SCHEDULE 100% OF THE CANDIDATES YOU PRESENT

Share written expectations with clients

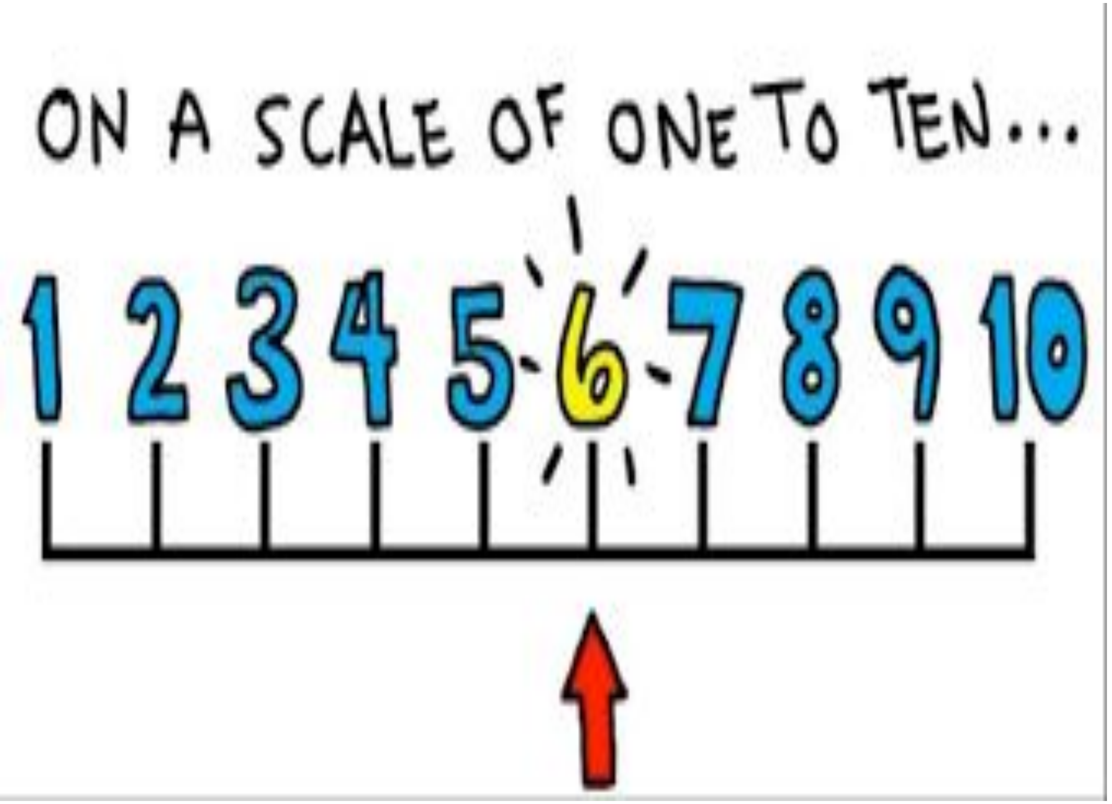
Written expectations differentiate you and avoid confusion. They should include what clients can expect from you and what you need from them to present candidates they will hire.

Share written expectations with candidates

Written expectations differentiate you and avoid confusion. They should include what candidates can expect from you and what you need from them to present opportunities they will accept without hesitation.

Quantify interest level

To clarify answers, use percentages or on a scale of 1 to 10.



Share goal of two or three candidates in final interview process

Inform clients that your goal is to have two or three candidates in the final interview process because of the competitive market, which is why you will back fill candidates who are screened out.

STRATEGY #8 - PROVIDE YOUR CANDIDATES WITH A COMPETITIVE EDGE

Pre-close and close

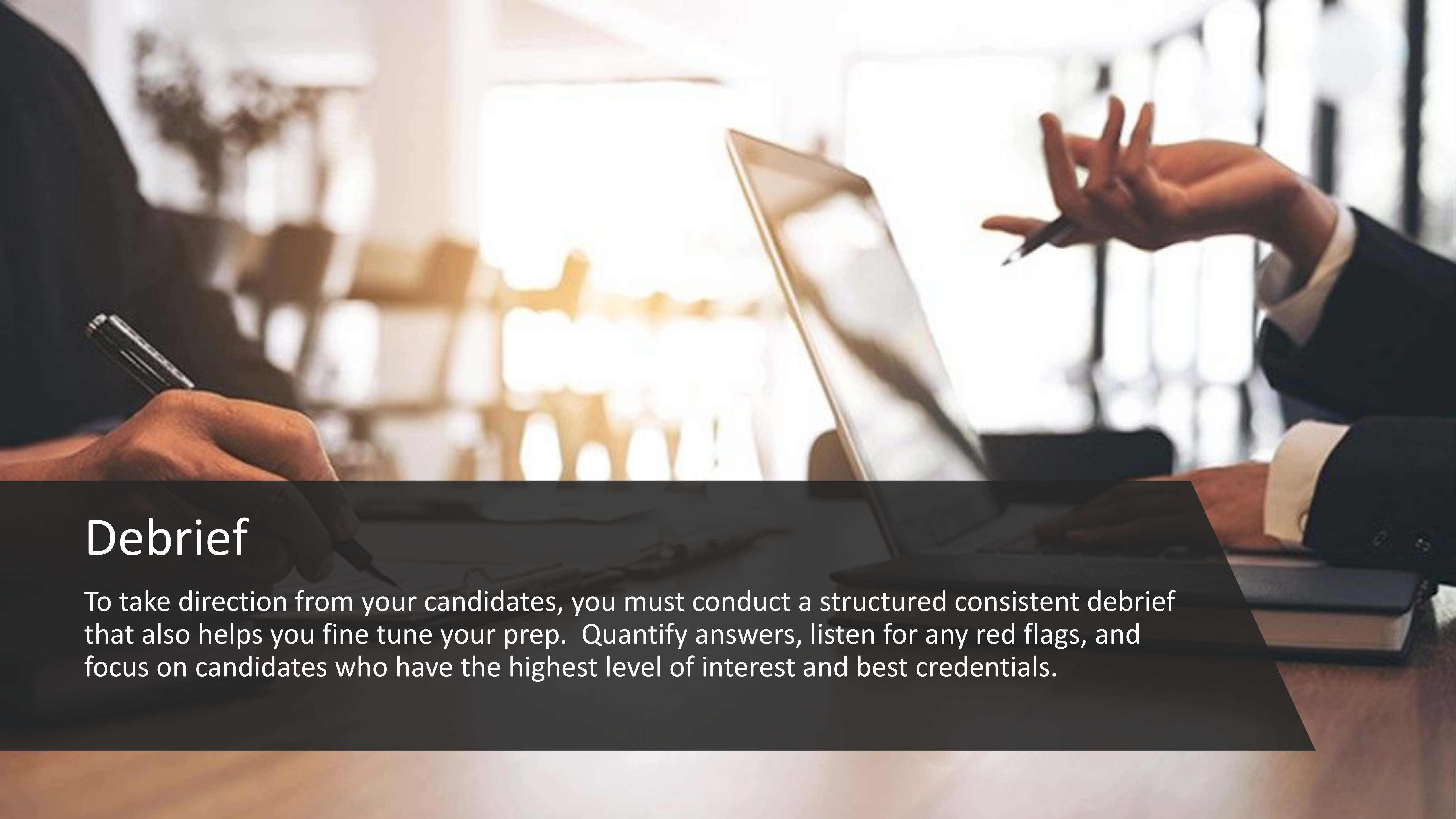
Start every subsequent conversation with, “*Has anything changed since the last time we talked?*” Ask a question, listen to the answer and then pre-close to validate your understanding of words used or statements made.

Research

Challenge your candidates to set up Google Alerts on your clients and find information that will differentiate them from their competition.

Prep

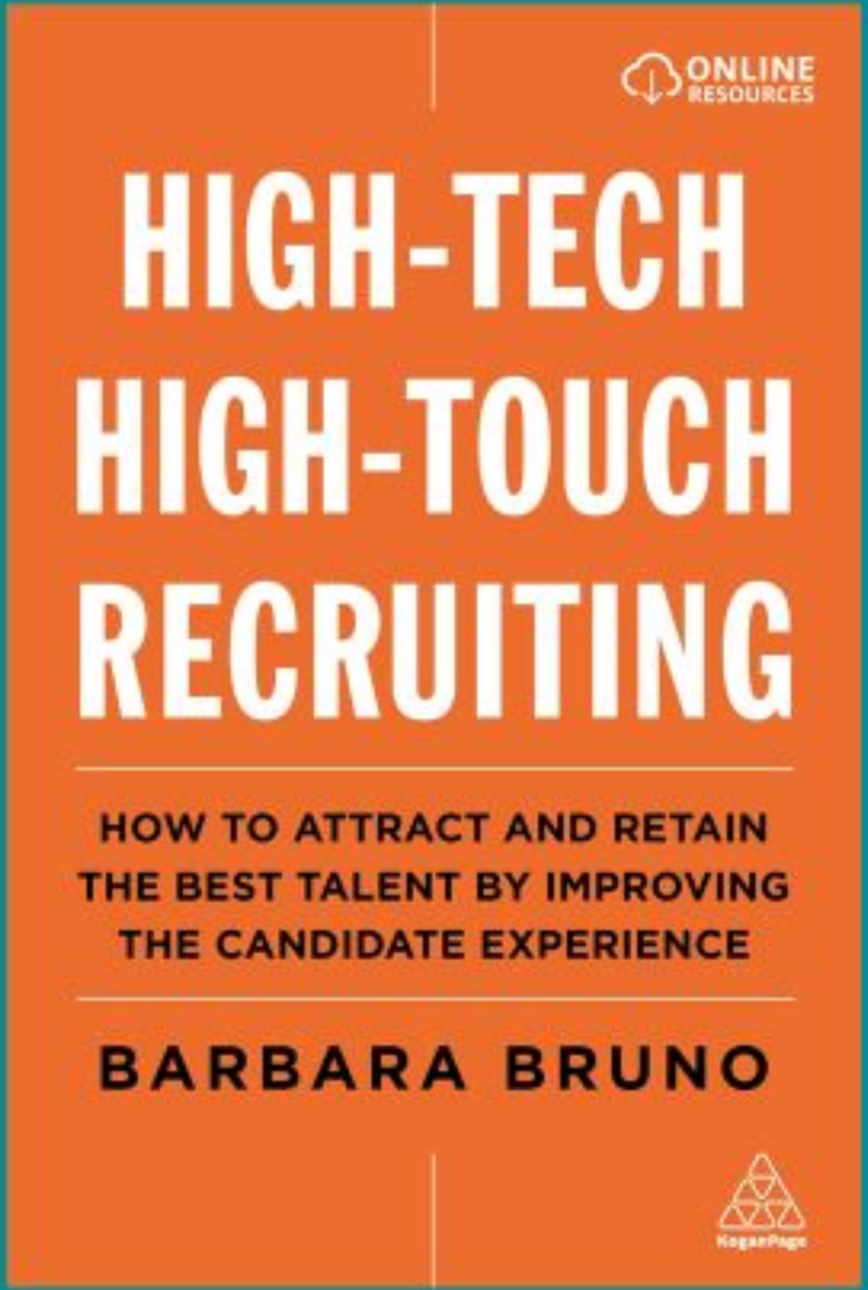
Your prep is your competitive edge and helps your candidates stand out. Never shortchange a prep which should take approximately 30 minutes with you only doing one-third of the talking. This is role playing and must be done when your candidates can talk openly.



Debrief

To take direction from your candidates, you must conduct a structured consistent debrief that also helps you fine tune your prep. Quantify answers, listen for any red flags, and focus on candidates who have the highest level of interest and best credentials.

Today I have shared eight strategies to fill more business with four action items under each strategy – that’s 32 ideas! Just imagine the impact if you implemented one a month for the next twelve months. You would definitely fill more business written!



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