

COURTING

How does a company recruit a successful, well-educated, highly desirable individual who's satisfied in current job? How do you stop losing your best candidates to your worst competitors?

Answers to these questions can be found in the 3 rules of recruiting - **RELATIONSHIP!, RELATIONSHIP!, RELATIONSHIP!**

The stronger the relationship between you, your company and the candidate you are recruiting, the easier it is to interview, negotiate and close a win-win offer.



RELATIONSHIP Building To Do Before The Interview:

- Be on time, welcoming, organized, focused, and prepared to answer tough questions and to enthusiastically sell your opportunity.
- Warm up during the interview! Don't grade interview skills - focus on past behaviors and accomplishments.
- Identify why person has made past job changes and is looking now. Find out what needs and desires are, and push those hot buttons.
- Don't talk about compensation until sure candidate wants the job. Discussing salary too soon gets used against you.



RELATIONSHIP Building To Do Before The Interview:

- Toss B&W Position Description and develop a Color Brochure that sells company, division, position, opportunity, culture, and location.
- Create a Skills Survey for info gathering so interviews are focused on behavioral interviewing and pushing candidate hot buttons.
- Pick a quality, convenient hotel. Make and prepay the reservations. Send fruit basket and/or flowers with welcome note to hotel room.
- Send to candidate a week before interview:
 - Welcome Letter – Signed by Hiring Mgr. or most Sr. Exec. who'll be interviewing.
 - Itinerary with titles of those doing interviewing.
 - Annual Report, Corporate & Division Brochures.
 - The Hiring Mgr's & HR Mgr's business card.
 - Directions to site of interview.
 - Community and School info.
 - Realtors Business Card and Brochures.



RELATIONSHIP Building To Do Right After The Interview:

- Invite spouse to visit community during or right after final interview.
- Offer 2 tickets to a sporting event, play, or musical so trip has a break for fun.
- Hiring Mgr. and spouse, take the candidate and spouse out to Dinner with another couple from the team.
- Existing employees from same area, same college, or worked for same company as this candidate? If so, work this employee into interview process and include in entertaining candidate.
- Send follow-up email or fedex letter right after final interview. Say how well things went, planned intentions, and next steps.
- Reimburse interview expenses immediately! Want to look bad - make candidate pay for interview expenses and then make them wait.

Courting the SUPER STAR Candidate

Baby Boomers are retiring and will in larger numbers through 2017. Universities report dramatic drop offs in enrollments. Global economy continues to expand as more jobs are created daily. A Talent Shortage is here and it's affecting your hiring!