

ProQruit Tele-Recruiter Training



Fundraiser-Style



Boost your hiring success using proven techniques from fundraising. Learn to build trust, tell compelling stories, handle concerns, and use candidate-focused closing methods to turn passive prospects into engaged candidates.

About ProQruit

ProQruit helps organizations find the best talent. We use smart hiring methods that make a real difference. We know a lot about hiring, especially for non-profits. Our goal is to build strong, lasting relationships, ensuring both companies and new hires succeed together.



Hiring with a Mission

We make hiring about more than just filling roles. We help organizations find talented people who are passionate and believe in their mission.



Making Companies Stronger

We don't just fill jobs. We help make your organization stronger so you can achieve more.



Building Teams That Make a Difference

We believe hiring is about building teams that create value and make a real impact.

ProQruit Values in Action

At ProQruit, our values are more than just words. They guide how we act every day. This guide shows our team how to live these values when recruiting, working with clients, and collaborating.

Integrity – Do the Right Thing

- Always be open and honest with clients and candidates.
- Give correct information. Never promise more than you can deliver.
- Always keep information private.

Example: If a candidate isn't right for a job, tell them honestly but kindly. Don't give them false hope.

Purpose-Driven – Connect with Impact

- Remember our main goal: to help organizations (especially non-profits) find people who can truly make a difference.
- When choosing candidates, focus on those who fit the organization's mission.

Example: For a non-profit job, look for candidates who care about social change, not just their skills.

Excellence – Deliver Your Best

- Always double-check details before sending candidate profiles to clients.
- Meet deadlines and try to do even better than expected.
- Learn and improve with every successful hire.

Example: If a client asks for 5 candidate profiles, send the 5 best fits, not just the first ones you find.

Collaboration – Win Together

- Help teammates when they have a lot to do.
- Share ideas, contacts, and information freely.
- Build lasting trust with clients by being a partner, not just a service provider.

Example: If you know a teammate is struggling, share your network or tips instead of competing.

Innovation – Think Ahead

- Be open to trying new tools, platforms, and methods.
- Suggest creative ways to find candidates to clients.
- Learn from fundraisers to improve how we engage with people in recruitment.

Example: Use social media or stories to attract candidates who care about a mission for non-profits.

Empowerment – Help Others Grow

- See recruitment as a way to improve lives.
- Give candidates honest feedback to help them get better.
- Encourage clients to help candidates develop their skills.

Example: If a candidate doesn't do well in an interview, give them helpful feedback so they can succeed next time.

Key Takeaway for Training

Living ProQruit's values means every call, email, and client chat should show Integrity, Purpose, Excellence, Collaboration, Innovation, and Empowerment. These aren't just ideas—they are daily habits that make us trusted recruitment partners.

Why Fundraisers are Great at Turning Strangers into Supporters



Quick Impact

Fundraisers quickly connect with people. They get attention and build trust fast.

Great Storytellers

They turn big ideas into powerful stories that make people want to act.

Handle Rejection Well

They stay positive and eager, even after many 'no's every day.

These skills can truly change how you recruit. Fundraisers turn strangers into donors. You can turn potential candidates into eager applicants.

Module 1: Power of First Impressions

Make a Great First Impression

A fundraiser has only 5 seconds to get noticed on the street. A recruiter has just 10 seconds to keep a candidate interested on the phone.



Sound Friendly and Upbeat

Your voice builds trust even before your words do. Enthusiasm is catchy, even over the phone.



Talk About Them First

Skip the canned speeches. Start by mentioning their experience: "Hi Rahul, I saw you worked in X — that's just what we need!"



Quick Tip

Practice your first lines in front of a mirror. Your voice should sound as energetic as a fundraiser's body language.



Try This Exercise

Describe a job to a candidate in less than 30 seconds, just like a fundraiser's quick street pitch.

Module 2: Connect with Stories

Turn Job Descriptions Into Exciting Futures

➡ **Success Stories:** Talk about how others grew in similar roles. Make it feel personal.

💖 **Feel the Culture:** Describe company culture using feelings and real experiences, not just lists.

🚀 **Their Next Step:** Show this job as their next big step, not just another opening.

"People who took this job often became team leaders in a year. With your background, you could do the same."

Remember: People connect with stories, not dry details. Make the job sound like a journey of growth and impact, and candidates will see themselves succeeding.

Module 3: Mirroring & Active Listening



The 70-30 Rule

Fundraisers copy body language, tone, and speed to connect with donors. You will match a candidate's tone, pace, and energy using only your voice.

01

Listen 70%, Talk 30%

Good listening leads to good influence. Let candidates share what they want.

02

Use Affirmations

"I understand," "That makes sense," "I hear you" — these phrases build trust and connection.

03

Match Their Energy

Fast candidate, energetic you. Calm candidate, steady and thoughtful you.



Practice Exercise

Pair up. One person plays the candidate, the other matches their tone and words to keep them engaged. Switch roles every 5 minutes.



Practice your listening skills.

Module 4: Handling Objections Like a Pro

--- Overcome Challenges ---

Turn "No" Into Dialogue

Fundraisers change "no time/money" into useful talks. You'll do the same with candidate concerns like "low salary" or "not interested."

✨ Your Strategy ✨

Stay Calm and Curious

Don't let 'no' get to you. Ask questions to find out what they really mean.

Understand and Guide

Say: "I get it, salary matters. This job might not seem right, but let me tell you why others find it great..."

Keep the Door Open

Ask: "Not now? Can I check in again in 2 months? Things might change."

Think of objections not as a 'no,' but as a chance to help and talk more.

Module 5: Energy & Motivation Management

50 Rejections Daily

Fundraisers stay positive after many "no's" each day. You'll also hear "no" often. Learn ways to stay strong and keep going.



🎯 Focus on the Process

Focus on making calls, having good talks, and building connections. Don't just count closed deals.



🎉 Celebrate Small Wins

Be happy about good conversations, positive comments, and new relationships, not just final job offers.



☀️ Start Strong Each Day

Have quick team meetings each morning. Share successes and boost everyone's mood, like fundraising teams do.



⚠️ 🚨 **Rejection Practice Game:** Practice getting many "no's" quickly in role-play. Keep your tone and energy good, no matter what they say.

Module 6: Candidate-Centric Closing

Inspire Decisions, Don't Push Them

Fundraisers don't push; they inspire choices. You'll help candidates see how the job fits their life and career dreams.

- 1  Talk about benefits

Show how the job helps with career growth, stability, learning, and making a real difference.
- 2  Use confident words

Say things like, "When would you like to start?" instead of "Do you want to join?"
- 3  Picture the future

Ask: "How would you feel after 6 months, once you've learned our tools and led your first project?"
- 4  Gentle deadlines

Set clear timelines without pushing too hard. Respect their time to decide.

The best closers don't sell jobs. They help candidates choose what's best for their career.