

1. Introduction - Recruiter

Being a Recruiter is to be the trusted partner between yourself and the candidate as well as your team. You're there not to "work **for** them" but to "partner **with** them"... There shouldn't be a fear of reaching out to the Account Manager or candidate when you have additional questions or to follow up; at the end of the day you have the same goal to help each other succeed.

A Great Recruiter - is to...

- Develop a relationship with all stakeholders involved
 - Move away from the transactional, and build a partnership
- Understand the candidates' motivators and the intention behind it
- Own the process and set expectations and be accountable to them
- Be the trusted advisor; provide additional intel that we have access to
- Take responsibilities for the highs and the lows
- Ensure there's a mutual understanding between all parties
- Be prepared to be challenged
- Ask powerful and meaningful questions
- Identify opportunity to expand your network; gaining referrals as well as acquiring leads
- Be collaborative
- Understand that neither party owes each other anything, remember this is a partnership

General Recruitment Process

1. Account Manager (AM) communicates with client and receives a new Job Requirement
 - a. AM does an intake call to gather all the details (Recruiters should try to be on this call)
2. AM creates a new Job Req in APN with all the detail
3. Recruiter should communicate with the AM before working on the Req.
4. Recruiter starts to source candidates that matches the Req
5. Recruiter connects with the candidate, gathers all the information
6. Recruiter submits the profile to AM, AM submits it to client
7. The client provides feedback to AM (rejection or interview details)
 - a. The AM will communicate the information to the Recruiter
 - b. Recruiter will let the candidate know if they are rejected or received an interview

8. Recruiter will confirm interview details with the candidate, and pass on the info to the AM.
 - a. The AM will reconfirm with the client
 - b. Both parties are now locked in for the interview
9. Recruiter will conduct an interview prep call
10. Candidate will go to the interview, and will call the Recruiter right after to do a debrief.
11. Recruiter shares info with AM, AM should call client immediately to share feedback, and gather their feedback
12. Step 7-11 will repeat depending on how many rounds there are.
13. If client makes an offer, they should be provided the details to the AM
 - a. AM relays info to the Recruiter
14. Recruiter is to PRE-CLOSE the candidate
 - a. Present the offer as a statement
15. Recruiter provides acceptance or rejection reasons to AM
16. AM confirms with Client
17. AM and Recruiter works closely with Client and Candidate throughout the onboarding Process.

KPI

Targets are a tangible way to help you stay on track.

Consider the following guidelines.

- The overall goal is to close deals. Ask yourself...How many offers do I need to close a deal? How many client interviews do I need to get an offer? How many candidates need to be submitted to the client to get client interviews? How many candidates do I need to submit to the AM to get them submitted to the client? Until you close a few deals, you won't have those ratios, until then, focus on what you can control!
- Building a candidate pipeline is one of the most important aspects of being a recruiter. This is the one target you can always control. Try to meet with **2 candidates a day** for a total of **10 meetings a week**.
- The next target that you can control is submission to AM. The more candidates you submit, the more opportunities you have in the next few targets which you won't have as much control over. Aim to **submit 2 candidates a day** for a total of **10 submissions a week at a minimum**.
 - If you're meeting 10 candidates a week, it doesn't necessarily mean you'll submit everyone you meet. At the same time, you can also submit 1 candidate to multiple roles.

Building Relationships/Partnerships, Communication, Expectation, and Accountability

You'll see these concepts repeated over and over again throughout your training. Apply it to your daily routines until it becomes a natural habit.

Communication & Verbiage

This is the order in which you'll have the most impact, you go from creating an experience to creating assumed perception. This is even more prevalent if this is your first encounter.

In Person > Video Meeting > Phone Call > Email / Messages

- Know your audience, and think about how they're perceiving your message.
- Take your time when communicating; verbiage counts! See the difference between the following examples:
 - "Are you open to new opportunities? I have a role you might be interested in." vs "What's your current career plan? Let's connect at your earliest convenience and get to know each other better, I would like to be your trusted advisor."
 - Both will work, but one will result in a yes/no where as the other gets you a yes/no plus intel on what it is they're looking for.
 - One is vague and sets you up transactionally, whereas the other has an action item and opens you up to more opportunities.
- "What's your salary expectation?" vs "What are your motivators (reasons) for finding the ideal role?"
 - One gets you a number... Vs one gets you the intention on top of the numbers.
 - Understanding what really motivates them will help set expectations for the future. Imagine getting an offer at the number they requested, and they still turn down your offer...did we truly get them everything that the candidate wanted? (work life balance, location, technology, growth, etc).

Relationships/Partnerships

Do more than just being a transactional recruiter, be Market Leaders, be proactive in sending out feedback, share market intel, provide tech updates, advise advise advise! Going beyond your scope to develop true relationships/ partnerships will differentiate you from your competitors.

- Imagine being able to tell the candidate:

- That you're able to help optimize their resume, have them join your vast network, help them prepare for interviews, that you're able to help connect them to hiring managers, help negotiate on their behalf, etc.
 - This isn't the best time to make a move, the pandemic has lowered salary expectations across the market. Unless you're in need of an immediate change, let's stay in touch and connect every Friday.
 - I see you're currently working with AWS. If you're interested in excelling in your career in the cloud industry, I recommend you get your AWS certification as this has been a differentiator for all our clients.
 - What industry or technology would you like to get into, I can provide some intel, and help you plan your career.
 - I know you're not currently looking to make a move, but what excites you about your current role? Do you have big projects coming up? Do you know if your team is going to grow? Could you introduce me to your team leader? I would love to help with their hiring strategy.

Expectation and Accountability

Do not be afraid to set expectations and to hold everyone accountable for them. This can be applied everywhere! We'll go into details in the following modules.

Links to Other Modules

- [☰ 0. Prelude: Way of Work - Organization, Best Practice, Top of Mind](#)
- [☰ 1. Introduction - Recruiter](#)
- [☰ 2. What to Work On - Partnering with an Account Manager](#)
- [☰ 3. Sourcing \(Networking\) & Boolean](#)
- [☰ 3.5. Resume Screening](#)
- [☰ 4. Candidate Interview vs Talent Meeting, Relationship, Work Smart](#)
- [☰ 5. Candidate Submission to AM](#)
- [☰ 6. Interview Scheduling & Interview Prep](#)
- [☰ 7. Feedback/Debrief - Offer Stage](#)
- [☰ 8. Onboarding, Background Checks, & Future Opportunities](#)