

## 4. "Cold Call", Talent Meeting (Candidate Interview), Relationship, Work Smart

First Contact:

**"Connect Message"**

Hey Alexandra,

I specialize in finding [insert role / "talent"] for [Top Fortune 500 companies (if applicable) in the [location] region.

I'm curious to know what your motivations are in your next career, and see if there are opportunities I can match you up with.

Let's Connect and find a time when you can openly speak.

OR

Hey Angela

I specialize in connecting Product Designers with their ideal career in the Montreal region (hybrid remote). I did NOT stumble across your profile by mistake, and am interested in the fact that you...[list the fact ie, have over 5 years doing this, work for these companies, in this region, have this skill]

Let's connect so that I can know you beyond your profile, and for me to answer any questions you may have. Below .....

OR

IF IF IF IF IF you have to send the Opportunity

**EDWIN'S GO TO SUBJECT LINE: Meeting Request: Sr. Software Eng. | up to \$250K Base | US/CAN/100% Remote**

Hi. [name]

I specialize in connecting [insert generic title ie. Software Eng] with their ideal career. I did NOT stumble across your profile by mistake, and would like to know you beyond your profile.

Here's the detail for the opportunity that I'd like to connect with you to discuss:

[insert job blurb]

For more efficiency, please send your resume to [insert email and number]

If you feel that this isn't for you at this time, please share with your network. I'd still love to connect with you for future partnership.

## Recruiter / Digital Marketing Industry/ San Fransisco Region

### "Cold Call GUIDELINE! NOT A SCRIPT"

#### 1. **INTRO:**

- "Hi, Is this [Candidate's Name] I'm speaking to?"
- **"Are you able to speak openly right now?" OR "Is this a good time to speak?"**

#### 2. **WHO YOU ARE, WHAT YOU DO, YOUR BRAND, the COMPANY'S BRAND:**

- "This is [My Name], we haven't met, but I came across your profile, and I would love to speak to you. May I explain the purpose of my call?"
- "I'm a recruiter from IPG specializing in finding top [job title you're calling about]" ...
- **"For ["insert Industry] in the [location] region / area / etc."**
  - **Do NOT specify the company's name yet.**

#### 3. **PURPOSE:**

- "The purpose of my call is to find time to confidentially discuss your career situation, and to see if it makes sense for me to introduce you to opportunities with my clients."
- **"Are you able to speak openly right now? OR Is this a good time to speak?"**

Once you make contact, control the process, gather information. Do not pitch the job right away.

## What if they say...

How: How did you get my name?

Rephrase your purpose. I specialize in finding.... Do you consider yourself as one of the top in your field? Are you able to openly speak right now? Learn about them, find their motivators, take this opportunity to schedule a follow up meeting.

No: They could potentially be in the office, or busy. When would be a convenient time for you to talk? Take this opportunity to schedule a follow up meeting.

Can you tell me the company's name? Who is the client: (IT DEPENDS)

Yes: Learn about them, find their motivators, take this opportunity to schedule a follow up meeting.

## "Cold Call" Check List

- ☐ If the candidate has the time on the spot, make an attempt to move the call into a video meeting, and move on to the Talent Meeting Guide below. Otherwise at a high level get the following:
  - ☐ Motivation
  - ☐ Best way to communicate moving forward
  - ☐ Get their updated resume
  - ☐ Discuss the role (high level)
  - ☐ Set expectations on what's to come:
    - ☐ What the process would look like working with you (YOUR VALUE!)
    - ☐ What will be discuss during the follow up call
- ☐ Schedule the follow up video meeting to dive into the above items. (Send the JD so they can do some research)

## Talent Meeting: "Candidate Interview"

**GREAT EXAMPLE:** <https://www.youtube.com/watch?v=kT8fTAzsOL0>

Start calling it a "meeting", this sets the tone of mutual respect and sharing information in an open environment. Calling it an "interview" sets the tone of interrogation.

The following is a GUIDE! You do not have to follow it from top to bottom; this should not feel like you're going through a checklist, but rather having a conversation, and building a relationship. Think of it as a coffee date; let the conversation drive the information gathering and not the other way around.

How long should the meeting last?

Schedule a meeting, and set expectations that it can go longer or shorter. If the meeting is going well, then keep it going; if the meeting isn't going well, feel free to end it short.

**IF** we had to set a 'rule of thumb', it should be 30 minutes on average.

When you meet the candidate, set your expectation on how you want to communicate, the timeline, the urgency, etc... Set them now and hold each other accountable. Here are some examples.

- You can expect me to reply to you within 24 hours, I expect the same from you.
- Setting up the initial meeting or future meetings: when are you available, what day, what time, I will send a calendar invite, please accept the invite immediately so that I know you're confirmed.
- I need to submit your resume to this role by no later than tomorrow morning, can I expect your updated resume no later than 6 PM tonight, otherwise we will have to pass on this opportunity. Is that okay?
- SET the expectation of what the ENTIRE recruitment process will look like.

### Guide - Talent Meeting "CHECK LIST"

Here's a guide to gathering as much relevant information as possible to help you throughout the recruitment process.

- ☐ Intro yourself and Intellipro; your value proposition (what's in it for the candidate). Set expectations of what the meeting will look like.
- ☐ Updated resume, take this opportunity to show what you can do, give them advice on how to improve their resume.
- ☐ What do you want me to do for you as a Recruiter? What are your biggest pain points during a job hunt? What are your biggest pain points working w. Recruiters in the past?
- ☐ Connect with them on LinkedIn
- ☐ Contact information
- ☐ What is your current work status (Jobless, Actively looking, contract expiring, has a job)

- ☐ Current location / open location (max commute time, remote only, etc)
- ☐ Current company (go back ~5-7 years of experience, more if a story has to be told)
  - ☐ What do you currently like about your company or past company VS what makes you want to move
  - ☐ What does your company do? (Product / Industry)
  - ☐ What's your current mandate/project and what are your top 5 used tech/skills
    - ☐ Years of experience for each
  - ☐ What are your USP / best accomplishments at this company?
  - ☐ What's your reporting structure? Try to get a colleague's name.
  - ☐ Current Salary / Rate - bonus / perks (If possible)
  - ☐ What's motivating you to make a move?
  - ☐ How'd you find this job? Were you referred in? Were you using an agency? Online posting?
- ☐ What are you looking for? What are your motivations?
  - ☐ What tech stack do you WANT to work with, what roles would you be interested in?
  - ☐ What Salary / Rate would you be looking for to make a move?
  - ☐ What are your motivators for the new company? (hammering this down)
  - ☐ Where have you applied to? why? What stage? **NO SURPRISES**
    - ☐ Through an agency? Who are the manager?
    - ☐ Ask for an introduction at the end)
- ☐ Additional Notes:
  - ☐ Education / Certs
  - ☐ Work Status
  - ☐ Notice Period / Availability for Interviews
  - ☐ How are their communication skills, how well do they present themselves, and their personality?
  - ☐ Final Notes
- ☐ FINALLY talk about the role you have in mind (if any)
- ☐ Ask for Referral Candidates (and don't forget to talk about leads)
  - ☐ Reminder: Leads can be from current work place, past work place, current pipelines.

### Best Practice:

Set expectations, and start the relationship building early; work smart, have the candidate be your market intel. Here are some examples.

- Imaging wrapping up the meeting and feeling a relationship forming based on the value that you can provide each other; imagine having your candidate share his entire network with you; ask them for referrals, be bold, ask for an introduction.
- Let them know that you're not only there to help them find roles (in fact this isn't your duty at all, its their responsibility to reach out to you)
  - "My expectation of you is to reach out to me anytime you see a role you're interested in, update me if you're interviewing elsewhere, or have any other updates to provide. Your expectation of me is that I will get you every detail to give you the best opportunity to succeed; I'll help cater your cover letter, I'll introduce your profile directly to the client."
    - Show your value, sell your brand; even if other agencies reach out to you, we are partnered with industry leaders, and have direct access to them.
    - Even if we don't have the role, be honest. "Give me 24 hours to see if I can apply for this role on your behalf, if not then please apply directly."
    - You now have someone giving you information on other clients, other agencies and what jobs are open out there... This is market intel and good lead generation.

## APN: Upload Candidates to APN, Organizing your Candidates

- Open all your ATS Platforms within APN so that you can easily upload them.
- Upload your candidates' information into APN with as much information as possible
  - This includes your detailed talent meeting notes
- Organize your candidates into HotList
  - Sort them by industry, technology, titles; this is completely up to you.

## 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