**Rep Driven/Alley-Oop Recruiting**

**Overview**

Rep-Driven/Alley-oop personal recruits that we have the rep get in contact with to immediately dish off to the manager. Managers will always be better than a newer rep at influencing & explaining the position to an applicant. We want to put as much of the process into the manager’s hands as possible. In the recruiting journey, we are taking candidates through a process of being curious, to being interested, to then being committed when they are accepted after an interview. Most people let their reps handle getting the candidates curious & interested. In this approach, manager’s have more influence and can get them curious & committed. If a more qualified manager has more influence, it’ll bring more recruits.

**Rep-Driven/Alley-oop Execution**

Set aside 30 minutes to an hour (or more) to work with reps on getting as many interviews set as possible. This can be done 1-on-1 or in groups. Feel free to use contests to get the energy up & get them excited. You can also create teams and set a contest for whichever team gets the most interviews set. Something as simple as free dinner at a team night out or gift card for the winning team should do the trick. You can also incorporate a goal for the whole team. For example, if there are 5 people and you’re looking to get 2-3 interviews set from each person, you can promote that you’ll buy the team dinner at the next team night out or something along those lines.

* Recognize interviews that got set: “I want to give a special shoutout to \_\_\_… we were able to get 7 interviews set from the people he already recommended to the job! Let’s give it up for \_\_\_!” (go through and recognize everyone who has already had people get interviews set up before this)
* (If you collected a list of names and have called it already): “Now… we called through the people you guys recommended and the people we talked to were GREAT! We scheduled most of the people that we got a hold of. The only problem is, when most people get a call from a number they don’t know, what do they normally do? They ignore it! So we’ve only gotten in contact with some of the people you recommended. What we’re going to do now is try and get in contact with the people that didn’t answer the phone.”
* Give contest announcement if you’re doing one… it’s good to do a quick recruiting promotion and remind them what’s in it for them when it comes to recruiting (overrides, building their team, contests/prizes, etc.). Then announce the contest.
* “So what we’re going to do is have you guys call them from your phones so that they recognize the number and answer the phone. All I want you to say is “Hey (name), I’m here with my manager right now… he/she has a quick question for you” then hand the manager your phone. Don’t say anything else… don’t worry about explaining the job or anything like that. We’ll do that for you. The goal is going to be to get \_\_ interviews set as a team. That’s just \_\_ per person!
* Kick off with energy: “Alright so here’s what we’re going to do… I’m going to play some music so you don’t get distracted by other people’s conversations. Go ahead and pull out your phone and figure out who is the first person you’re going to call… and when I start playing the music everyone hit the call button! First one to get one booked is going to get a special prize. (create urgency)

Use the script for setting applicants that we have posted in the documents section. Once they’re on the phone, managers can use the reps phone for the whole conversation or transfer the call to their phone. Just say “Hey \_\_ I’m going to call you from my phone real quick so I can give \_\_ their phone back”. Never hang up before they answer on the other line or else you might lose them.

We suggest putting the prompt of what you want them to say on a screen or written on a whiteboard so they can just read it. Keep music going for energy. Ring a bell or make an announcement when they get one booked… recognition keeps the energy going. Feel free to throw extra contests (like double credit or first to a certain number) to respark the energy and get everyone dialing. It may be good to have a few “helpers” or people with more experience to help with talking to the candidates if you have a lot of reps making calls.

If someone doesn’t answer, just send a 3-way text with the manager, the rep, and the candidate: “Hey \_\_\_! This is (manager). I work with(rep)... he just started working with us and he’s been crushing it. I have some openings for summer work and (rep) thought you'd be a great fit. Would you be open to chatting for a few minutes sometime this weekend to see if it's up your alley?

Then have the rep send a positive response in the chat…

“I’ve worked there for \_\_\_\_\_\_ and love it!”

“You should check it out!”

“You’d do great with it!”

From there, you can tee up a call to get them set for an interview.