

Episode 45 - 3 Ways to Get Your Client to Interview Your Candidate

Transcript

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Welcome to another episode of The Lone Recruiter podcast. I'm your host, Brett Clemson. And if you're a recruiter out on your own or just lacking general guidance or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the advice and the strategies you need to become the very best lone recruiter to join us.

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Grab a cup of coffee. Let's take your desk to another level now. Today I want to

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give you three ways you can get your client to interview your candidate today. All the activities we do as a recruitment agency or as a recruiter. You know, in terms of finding candidates, getting briefs at all leads to getting interviews. And if we're not getting interviews, what are we doing and how often?

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How often have you taken a break from a client and you've you've taken a really detailed job spec and you've gone you know what? That's a fantastic job speaking. You've got off the phone, you've hung up half an hour brief, you've got your notes, and you go, You know what? Let's go. That one excites me already know exactly the sort of person is going to want to take that to me.

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Hard to find, but it's got some really good information here. Great team culture, great money, you know, brands good. It's got everything going for it, right? We know those brains that you just get super pumped about. You go and you do you call your favorite candidates or you call your network. You get on your database, you hit LinkedIn, you put your heads up, and then you get that magical unicorn candidate.

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You get that beautiful candidate. Thank you. Thank you. Thank you. Recruitment gods. We got it. You know, you go to all that effort, you interview the candidate. Oh, my God, They're active. They're activated, they're looking. They came. They loved the company. You're representing. It all lines up like, how often have you been there? And you and you cool, you interview, you do it, you get you know, it's together.

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You put the package together, you've got consent from the candidate. You know, they want to work with you exclusively because you're the best recruiter in the world. Oh, my God. The stars are aligning. You write the email, you put the email together, you put the CV and they've put your terms in there. You highlight the best bits in the email.

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You click it to the client, you are send. You feel like an absolute legend. You get up, you do a little dance, you basically you're already shopping, you're already in your mind going, Oh, I know exactly what I'm going to spend with that commission check. You go, If you get a coffee from a cafe, a bit of a spring in his step, you know, you go and high five, a few people maybe even let out a big you ha woo.

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And then nothing. Nothing. The client goes, okay, No, no, no. They must be in a meeting. That's fine. Not real passes. Nothing. Hello, Mr. Client. Where are you? So you know what a cool call I just got. You know that that brief he gave me. I've got to see an inbox. Oh, yeah, I'll get to. I'll get to.

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Okay. Okay. Have a look there. Very good. Try and book it and try and get an interview. And then they just don't commit what's going on. Then let's not go into too much detail what else it might be, but we've all been there before, and sometimes our enthusiasm and excitement for the recruitment process and getting something going doesn't translate to a client because they've got other competing agendas.

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I mean, yes, they do need to recruit this thing, but they've actually got a real job outside of recruitment that they need to get done too. So their actual tasks or what is their actual job, the recruiting is to support them and to make sure their business grows and and keeps their work flowing. But the reality is it doesn't pay them to well, that's not true.

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It absolutely pays them to get the right person in the right job. But you know what I mean? They can get very distracted. So sometimes we need to give some call to action, some real so crisp logic for our clients so that they do commit to an interview. I want to give you three that that seemed to work pretty well for me.

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And they're authentic and they create real urgency. And, you know, we all know time kills deals. So it is very important to now getting the interviews as quickly as possible. So let's go. So the first thing I want you to check is are you being specific with your interview

availability from the by the candidate, not asking the client when they're free to meet, not saying some time next week they're free, but actually saying, hey, the candidate has Thursday afternoon between three and 5:00 available to meet with you.

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Can you do that? It's a beautiful question. And I just made up a time. It's a beautiful question. You want to even have that number from the the candidate. But what you're doing is going from asking the client, do they want to interview to assuming they want to interview and basically leapfrogging that and saying they're available at this time, can you meet with them then if they say, no, I can't, I've actually got something on.

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How about this time? Great. You've actually got the interview as booked now you've got a time from the client go and book that in. So the first thing is be very specific with the candidate's availability. It really will help. Now down your client's calendar. It will make them commit to an interview a lot quicker. And if there are any issues with the CV or there are any issues with what your client's thinking, they'll hesitate and say, Hang on, tell me a bit more about this.

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They might not want to commit to that interview if there are issues, but assuming it is that golden candidate that we all who hadn't celebrated earlier in this episode, then they're going to they're going to bite and they're going to give you the calendar and we're going to lock them down. There's some other ways of doing that. If I don't bite on that.

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In terms of being specific, this is still the first. First tip is that you could even, you know, I've got a lot of people going away at the moment. So you could say, look, the candidates away next week. I'd love to get them in this week. Have that first interview. If it goes well, you've got time for a second, or at least you've met them face to face.

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And if you need to do it over the phone to follow up for some questions, then at least you've had that that face to face meeting and or highlight any other time pressures that might that might be there. Maybe the client's got time pressures. Yeah, maybe that maybe the candidate's got work trips or sought sort commitments or work commitments that they can't get out of.

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And just by highlighting that and saying, look, the next ten days is actually quite busy, if you can get in the next couple of days, that would be wonderful. What is your schedule

look like? Just nailing down their schedule and being very specific with with availability is going to help you gain an interview. That's the first one too.

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Another way you might be able get client interview candidate or looking at time today is leaning on the reputation, right? So a lot of times if you're a good recruiter, you're actually quite actively headhunting guys. You've taken a great break from a great client that you knew all the details. You've not you've, you've, you've probably most likely gone out, pick up the phones, emailed or whatever, and headhunted a candidate for this role.

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So I think you lean into the reputation side of things. I look, get the kind of thing, Hey, I know you haven't had a chance to look at that CV yet. I just want to just remind you that this is a headhunted candidate. They're very keen, they are active. But I tapped them on the shoulder and said, Your opportunity exists.

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We would love to have a chat with you and set up a time to meet properly and go through that. And they said, That sounds great, let's go. And now you're stalling. It's just not a great look. So if you can, can you? What do you schedule look like? Let's try and look something in or at least have those start this conversation so that can it feels as warm as the findings because at the end of the day, enthusiasm to interview does set the tone for what it's like working with you guys and the excitement for them and they and their, you know, their skill set for the role.

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So yeah, you got to approach a head on account a little bit differently to an applicant and just remind your clients of that. That's another one. So, you know, just in terms of a reputation and it is somewhat in alignment, it's a head up and a third one and we all know how to do this, but it can come off really cheesy if you do it wrong.

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Is bringing competition right. You know, competition on the candidate, competition on the count, on the time to meet. It's real. We know that. We know that competition is there, whether it's another recruiter, whether it's another candidate, or whether they're looking at other options themselves as a candidate, there's always competition, but highlighting it still needs to be done in a tasteful way.

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And, you know, so I mentioned before about the reputation being a head, and they are likely going to be a hit on. So I would I'd be saying, you know, one way of handling the competition side is saying to the client, look, I have headhunted them for you at this

stage. I haven't taken them to market. They're kind of keen to see what else is out there, but equally very keen on your role.

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So if you if you can't commit to a time, I'm going to have no you don't have to take them to market. Don't give me your first bite of the cherry, so let me know what you want to do. Do you think you want to be out of steam later this week? I mean, it's a nice way of saying it.

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Yet, you know, you can also sort of make it a little bit more about the candidate saying, look, they've got interest in this role. They really came to mate with you, but they are looking at other opportunities and they're progressing. They're at first interview stage at the moment. So if you are interested and you just are too busy to look something like something in because you want to be there at that first interview stage with everyone else, you want to be lagging behind process because then you're going to start to feel pressure at the end of the process and that's not you're not going to like that.

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So let's just get in the mix. Let's see if you like them, let's see if they like you. And then we can at least we're working in parallel with these other opportunities. We've got a real chance of of getting them on board Should we want to do that. And another another competition angle is is saying basically there's another recruiter in these candidates.

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You're trying to convince them to go to X, Y, Z. They know the technique with a grain of salt. They're really keen to meet you. But let's let's go face time with him. Let's give him, you know, want 1 to 1 sort of perspective on your brand, the role, what you guys are trying to do before that recruiter really gets to into their ear and starts to sway them elsewhere.

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Can you see them tomorrow? Simple. So, yeah, I mean, there's probably a ton more other ways that you might be able to get an interview out of your client and if you've got any of those, please put them in the comments. Drop them in the comments below. Shoot me a message, you know, share it with the network. Fantastic.

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That's all we have time for you today. If you got anything out of today's episode, please give us a five star writing. Give us a five star review. It really helps us. I get a kick out of it and it helps us grow. If you want to join the mailing list, Hello at the Lone Recruiter. Com.

There's a place where you can just throw your email in and you get supplement material for not all the episodes but the ones that that do have that.

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So jump on. You never miss a beat. So we have time for you today as always have an amazing day and may all your deals come true.

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