

## Episode 53 - How to Build Rapport with Candidates Quickly Transcript

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Welcome to another episode of The Lone Recruiter podcast. I'm your host, Brett Clemenson 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 recruiter.

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So join us, grab a cup of coffee and let's take your desk to another level. Now today, how do you build a rapport with a candidate quickly? There's no straight answer to this right? Because every individual is different. Everyone's motivations are different. People have a perception of recruiters or they might be really open individual. They might be a really closed individual.

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Our job as recruiters is to build that trust as quickly as possible so that we can help them. We all know that when a candidate's open and receptive, we can give them better advice. We can help them get to where they want to get to quicker.

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It's when they're closed it's a really difficult and it's a frustrating process, right. Because, you know there's so much more you could be doing.

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There's so much more information you could give them. But if they're a closed book, then I feel it becomes tough. I don't think they get the best out of us and and vice versa. We can't do the best for them. Right. So really, as a recruiter, your goal is to build that rapport really quickly. Now, beyond some of the obvious things, having a good reputation or having a, you know, a good level of experience or providing a really nice service or things like that, I mean, they all feed into it, right?

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But when we get on the phone and we're talking to an individual, you can build a rapport very quickly and you've probably got some amazing tips and tricks that you do for yourself. But for me, it's actually just about empathy and compassion and that might sound really wishy washy and fluffy and I don't want you to turn this episode off just yet, but let me explain what I mean by that and it might make some sense to you.

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I'll give you a quick back story. I was just down grabbing this coffee for this episode and the barista was like, Oh, Hi Brett. How are you going? What's the plan for the day? And I mentioned that, you know, got work, but then I gotta leave early this arvo because kids have their annual school concert.

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And they laughed and went, Oh, what's that? And I said, Oh, my kids are ten and eight. I said, Oh, they get up and do some dancing and they do some acting, and then the teachers do a thing. And then all the other classes like it's a big thing. Like it's great. But it's also like, you know, it is a long, long evening.

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And then I added well and then they're doing it Thursday night as well. So they're doing it two nights in a row, the exact same concert we've got to be there for both. And they laughed and said, Oh, that's torture. And I said, Oh, look, it is, but it's important to them. So it's important to me. And they went, Oh, that's really nice.

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But I said, but that's the gist of this episode, right? If it's important to them, it's important to me. And I think that's totally transferable to leadership. If your staff, if you've got staff or you've got juniors and you know your life is busy, you're managing, you've got a desk, you're billing, you might go and have X, Y, Z stresses in your life.

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And when a staff or a junior member comes to you and tables their problem and you've got to help them with it, how many times do you look at it and go, That's not a problem like that is such a small issue in the grand scheme of things. Why are we even having this conversation. It's happened to you a thousand times.

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I know it. But that's totally unfair because I do believe that problems are all relative. People have a certain capacity to deal with a certain volume of problems and the converse happens too. Like celebrations, someone might be celebrating something minute, I was talking about kids tying their shoes. We're like, Yeah, you learnt how to tie your shoes, it's great because it's a new skill for them.

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But in the grand scheme of things like they'll be celebrating much bigger things as they get older. And again, if you're looking at staff members and they come to you with a celebration or a win, maybe they've had a breakout month and you look at it and go, that's just still nothing. You know, what do we do?

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Right? We actually we have to meet them our kids, or our staff or our candidates to their level, basically to their level of celebration and meet it with empathy and compassion. And so what I mean by that is if they come to you with this celebration or this problem and you just dismiss it, you know, that's...

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Just you're not being helpful. You're actually being quite condescending. And it's not fair. Right? No one's walked your shoes before, so they can't be expected to do what you do or be who you are. You're who you are because you are who you are. Right? So just because their path is different and they've got different problems or celebrations that might not be perceived in your world as big, as big as what yours are, it is to them.

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Right? So the point of this is right. I'm taking it from, you know, how do you parent to how do you lead people. But I can actually apply this to candidates as well. When a candidate comes to us, it's usually because they've got a problem. They've either they want to move jobs, right. I don't like my boss or I need more money or this person said that or I'm not enjoying this or I've just been let go.

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Whatever it is, it's a problem we've heard a thousand times and I bet you as a recruiter, it's hard for you sometimes, sometimes you have to bite your tongue because sometimes the problems that come to us are very average and you go, Well, I can help you with that. I can you know, I can resolve that problem.

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But we need to make very, very sure that we're not condescending or dismissive of any issue. And I think to bring it back to the point of this episode, is how do you build a quick rapport with candidates? It really is deploying empathy, compassion about every single problem or celebration that they've had in their career or that they're discussing with you about why they want to move.

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And I know you know this but sometimes it's nice to crystallise it and to just say it's not being fake. It's actually just being empathetic. It's actually being compassionate. If someone comes to you and says, This is my problem and you think that's not a problem, you need to think, Oh, that really sucks. Tell me how that makes you feel, you know?

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And they say, Oh, it makes me feel ... you go, Oh, that's, you know, that's a real shame and it's not something you can resolve. And, you know, that's more kind of, you know, compassionate, met with questioning and how can we help them maybe, you know, keep you there. It's like, no, no. And you know I've spoken to my boss and, you know, that can't be resolved.

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It just doesn't seem to be a solution that I can find here so therefore, I need to move. Okay, well, let me help. Let me help. And you'll be surprised at how quickly when you use that sort of terminology, you get a candidate on board. Empathy and compassion. Oh, that's a shame. When I bring you a celebration, you go, man, that's amazing.

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Was that like, is that the best you've done or was that the biggest job you've done? How good is that and do you want to do more of that? Yeah. Do you want to push further or are you really happy there? Because that's a pretty good achievement. Oh I'm going to be bigger, yeah I reckon you can do it, you know what I mean, like just come at it with support, compassion, empathy and enthusiasm and then some advice comes in after that.

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And that's where the recruiter comes in. So once you meet them at that level of excitement or dismay, you've got this permission to then try and solve that problem. But until then, you're just a recruiter pushing your jobs and pushing your agenda. You really need to understand what that push pull or what that excitement or disappointed feeling is for them and really help them like see that you understand it and get it.

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And hopefully you are, like humans are all compassionate. I think we can get caught up sometimes in dealmaking and our own excitement and you really need to leave that at the door. When it comes to recruiting because you forget recruiting and candidates, candidates are coming to us they're always in the inflection point, they're looking for a new job. But there's almost always something else happening in their life Family, relationships, moving, house, location, diet, health, there's always something else that's triggering.

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There's always a couple of things, right? So just be super conscious. Empathy, compassion with your candidates. You're going to build that rapport real quick. It's going to unlock and open up those doors so that you can give that great advice that you have as a recruiter and therefore you're going to be able to help them better. They're going to be more receptive to your advice.

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Therefore, you're going to be able to give them more opportunity and that more opportunity is going to probably turn into more deals for you. Right. And if you've helped them along the way, even bloody better. So that's all we have time for today, as always, like, share, give us a five star review, it really helps us grow. If you got anything out of today's episode, please tell a friend, you know, invite another person on to this podcast.

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It really is amazing. As always, have an amazing day and may all your deals come true.