

Episode 55 - Choice = More Placements 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 like in general guidance on mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the strategies and the advice you need to become the very best lone recruiter.

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So join us, grab a cup of coffee. Let's take your desk to another level. Now this is going to be a super, super quick one today, right? But it's a nice concept that I think really encapsulates good practice within recruitment. When we have a candidate and we get them an interview and we get them on second interview and we get them an offer, what is happening, I like to call that a one on one, right?

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You got one option for one candidate. That candidate's decision making process is, do I stay where I'm at or do I take this new shiny option, right? Do I stay where I'm at? Or do I take this option? That's their decision, right? When you get a candidate multiple options, two options, you know, option with company A, an option with company B, an option with company C, right.

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You're going to get them multiple options. They go from do I stay where I'm at or do I go to the new job? To which one of these am I going to take? It's such a different decision making process. The focus is now less on am I staying or going? And it really is about which is the best one here.

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Your odds of securing that placement go through the roof. The control you have with the candidate in terms of what that the options out there are goes through the roof. You know, we all heard that expression that making a choice or making a decision is actually excluding all other alternatives. So if you've been thorough. You've gone through the market for that candidate.

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They've looked at multiple things. They've had a lot of companies say, no, we're not looking or that's not for us. But you end up with like, you know, two, three, four, five companies who want to interview that person. You dwindle that down to maybe a couple of offers. They're going to feel like that was a really thorough process.

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They're going to not want to stay because they're going to think, if I don't go now, I've actually looked at all the options and this is the best one out there for me, right? And then the opposite happens with clients. How many times have you had a client say, Here's a brief, go get me some people and you only come up with one. It's a great candidate, perfect candidate.

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But the client or the company's still sitting there going. Do we hire this person? Or we wait and see who else is out there as opposed to if you had brought that client three options that were all very good. Their brain goes to. All right, which one of these is the best for us? Choice, choice, choice. Choice is the power.

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When you're a recruiter, it gives you a lot of control. It gives you a lot of influence, and you're going to get a higher rate of success by having choice. So if you're sitting there right now today, look at your desk. What candidates have you got on interview? Have you got them Multiple options. If you've got a candidate and they've got one option and that's all you've got for them. I would actually sit down after this episode.

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And I would think, what else can I do with this candidate? Who else might be able to use these skills? Where else can I send this CV? Because if you can get that candidate multiple options, they will stop thinking, Do I leave here and do I take that? To which is the best one of these options for me. Makes sense

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I think it does. I hope that helped someone today. This is a super quick episode. We're like 3 minutes and a half and I'm really happy about that because we're recruiters. We've got to get back to our desk and we want to start billing. So go and look at your candidates. What other options can you get them? Go and look at your jobs. Do you only have one candidate for your client?

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That's super risky. Go and find more people for them. Multiple options for your clients. Multiple options for your candidates and watch your billings soar. Good luck, it's all I have time for you today. Have an amazing day, may all your deals come true.