The stronger the relationship between you, your company and the candidate you are recruiting, the easier it is to interview, negotiate and close a win-win offer.

How does a company recruit a successful, well-educated, highly desirable individual who’s satisfied in current job? How do you stop losing your best candidates to your worst competitors?

Answers to these questions can be found in the 3 rules of recruiting - RELATIONSHIP!, RELATIONSHIP!, RELATIONSHIP!

1. **RELATIONSHIP Building To Do Before The Interview:**
   - Toss B&W Position Description and develop a Color Brochure that sells company, division, position, opportunity, culture and location.
   - Pick a quality, convenient hotel. Make and prepare the reservations. Send fruit basket and/or flowers with welcome note to hotel room.
   - Send to candidate a week before interview:
     - Welcome Letter — Signed by Hiring Mgr or most Sr. Exec. who’ll be interviewing.
     - Itinerary with titles of those doing interviewing.
     - Annual Report, Corporate & Division Brochures. The Hiring Mgr’s & HR Mgr’s business card.
     - Directions to site of interview.
     - Community and School info.
     - Realtors Business Card and Brochures.

2. **RELATIONSHIP Building To Do During The Interview:**
   - Be on time, welcoming, organized, focused and prepared to answer tough questions and to enthusiastically sell your opportunity.
   - Warm up during the interview! Don’t grade interview skills - focus on past behaviors and accomplishments.
   - Identify why person has made past job changes and is looking now. Find out what needs and desires are, and push those hot buttons.
   - Don’t talk about compensation until sure candidate wants the job. Discussing salary too soon gets used against you.

3. **RELATIONSHIP Building To Do Right After The Interview:**
   - Invite spouse to visit community during or right after final interview.
   - Offer 2 tickets to a sporting event, play or musical so trip has a break for fun.
   - Hiring Mgr. and spouse, take the candidate and spouse out to Dinner with another couple from the team.
   - Existing employees from same area, same college, or worked for same company as this candidate? If so, work this employee into interview process and include in entertaining candidate.
   - Send follow-up email or fedex letter right after final interview. Say how well things went, planned intentions and next steps.
   - Reimburse interview expenses immediately! Want to look bad - make candidate pay for interview expenses and then make them wait.

**Courting the SUPER STAR Candidate**

Baby Boomers are retiring and will in larger numbers through 2017. Universities report dramatic drop offs in enrollments. Global economy continues to expand as more jobs are created daily. A Talent Shortage is here and it’s affecting your hiring!