COURTING

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!**

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.

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**RELATIONSHIP Building To Do Before The Interview:**

- Toss B&W Position Description and develop Color Brochure that sells company, division, position, opportunity, culture, and location.
- Create a Skills Survey for info gathering so interviews are focused on behavioral interviewing and pushing candidate hot buttons.
- Pick a quality, convenient hotel. Make and prepay 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. Executive 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.

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**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 grate 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.

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**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 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.

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**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!

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the Superstar CANDIDATE