

Become a great recruiter in 5!

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Follow these principals and become a great recruiter

1. Listen to me:

As a recruiter listening is your biggest asset and to become a really good recruiter you have to listen very carefully, since it is the need and expectation of the client and the candidate that you have to match. If your client comes back to you saying that you are sharing irrelevant profiles, you got to go back and understand the requirements of the clients. On the flip side, candidates want you to understand their requirements and what they are looking for in their future employer. Be a relevant contributor or else you will be labeled as unsuitable to work with.

2. Network to increase your “Net worth”:

As a recruiter you are in the business of “connecting people” and “connecting with people”. If this is not what you like doing, then you are not in the right profession. Your brand will grow only when you grow in your relationship with people. As a recruiter people are your biggest contributor and the more you get to know them the more the relationships get stronger and bigger. Connect with people on social media sites like LinkedIn and Facebook, look at your existing friends and family members for growing your network. Get seen at industry events to reassure employers that you understand and love their business. As a result, your conversations with clients will be richer and your candidate assessment questions more productive. But more practically, you’ll be able to put a face to a name and pick up the phone to the right person.

3. Learn to impress:

Knowledge is power; actually knowledge is potential power. But having the knowledge is a good start. Get to know your industry, people, companies and organization, understand the market and the trends. You will have an uphill struggle in placing candidates if you don’t thoroughly understand the

industry you are recruiting for. This includes taking time to absorb the culture of your client's company. This will make you authoritative and insightful, which will assist in better preparing your candidates for job opportunities with this company. You will be able to provide details they wouldn't ordinarily pick up so they can make an informed decision about whether they want to apply for the role. An understanding of the industry also means you can more effectively negotiate salary packages and give advice on how the marketplace is changing and what extra training a potential prospect may need to fulfill their career aspirations.

4. Build relationships and not one-time contacts:

Foster long-term relationships with your clients and your candidates. Relationships are built over time and they get stronger with every time you provide quality service to any one who is looking for it. Treat your candidates as your clients as well. Provide career advice, set up meetings and offer support, and always brief candidates before interview and give feedback afterwards. Nurture contact with your candidates and build it over time, remember both the candidate and the recruiter are in the business of finding a job. Develop a relationship based on trust that could continue throughout their heady career – and yours.

5. Focus on Quality:

As a recruiter our job is to focus on placing the right people in the right job. This should always be our ultimate objective and don't make this a numbers game, if you think of this as a numbers game you are not in the right profession. It is unethical to push people to the wrong job. We are in the business of making careers and helping them succeed in life.

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