



# How to identify the best candidates in your market

Module 17



# HOUSE KEEPING





## Objectives for the session:

- How to Identify the best candidate in your Specialisation
- Attracting the right candidates
- Your initial approach
- Using Inmails and the phone/ messages
- Relationship building





# HOW TO IDENTIFY THE BEST CANDIDATE IN YOUR SPECIALISATION



Why should  
you specialise?





We need to be  
in the same  
places they  
are...



Who do your great candidates know – referrals?

Which job boards do they use?

What networking groups are they part of?

Do they use Facebook groups? Or equivalent?

Do they use LinkedIn? What for?

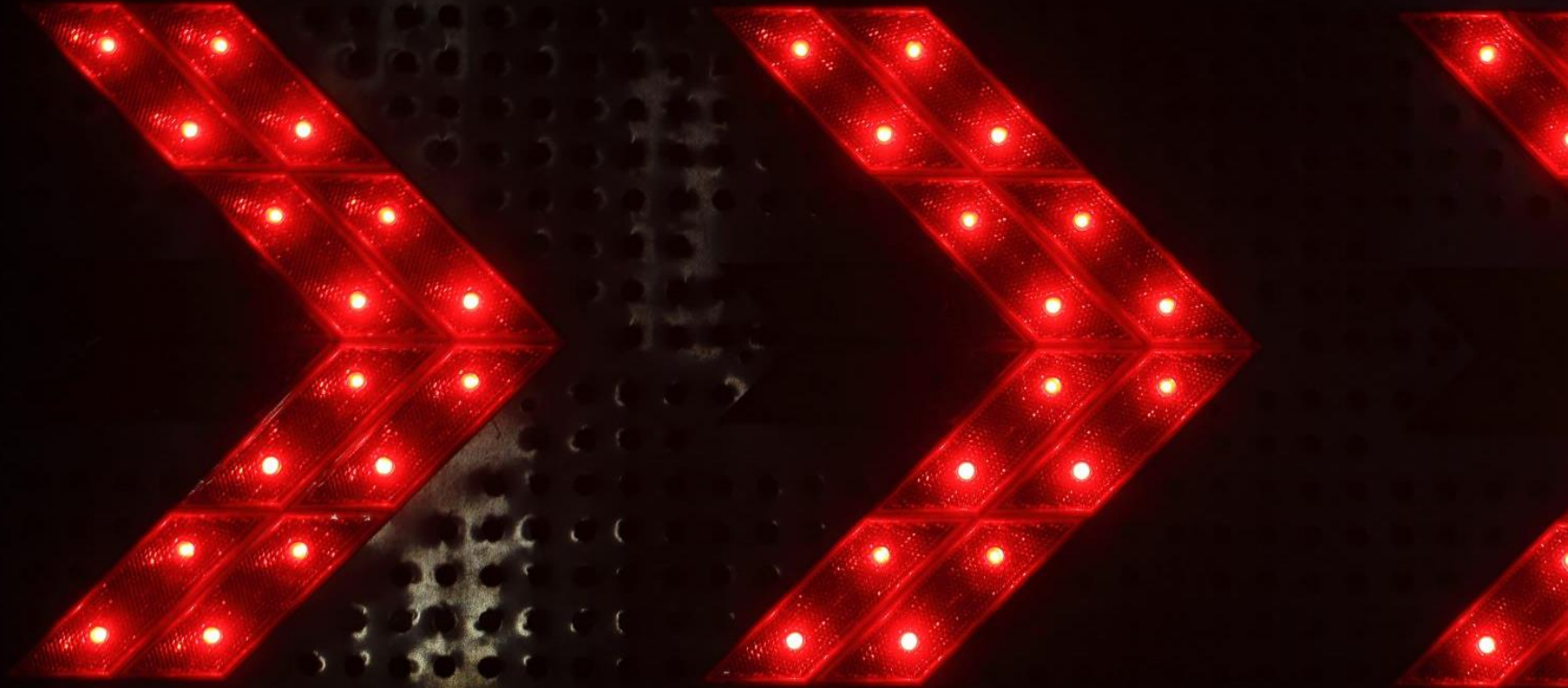


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## Attracting the right candidates

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- What is on social media about your business?
- How can they get in touch with you?
- How do you add value?

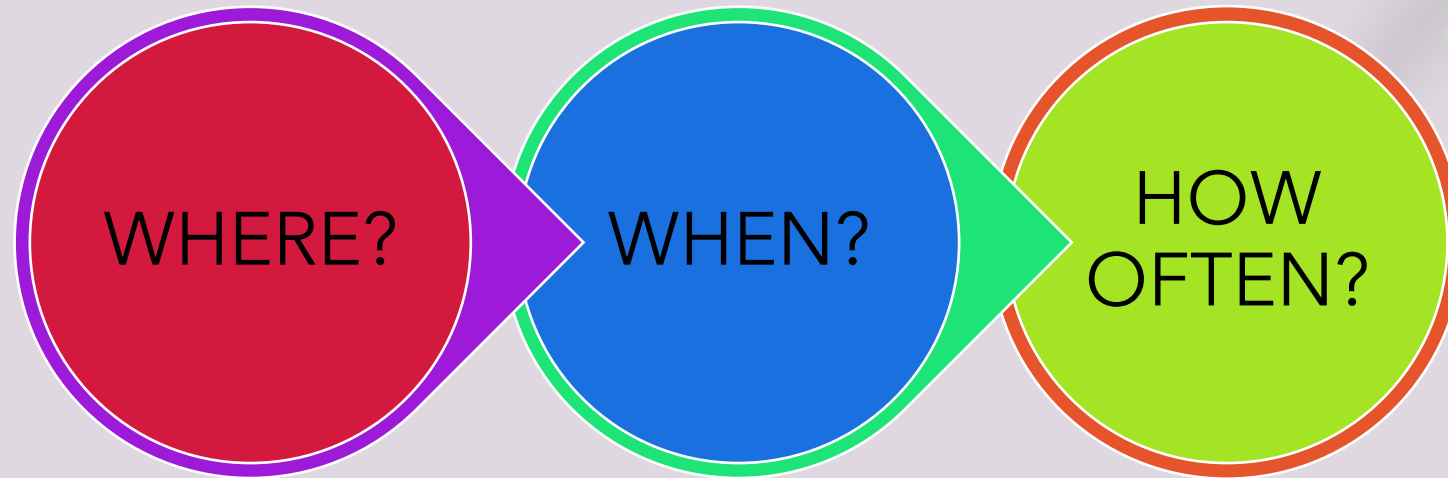




# Social Media



# When using social media:



# Where, When, How often?



IF YOU HAVE ASKED YOUR CANDIDATES WHERE THEY GO - WE NEED TO BE THERE TOO!



IS THE TIMING RIGHT - ARE THEY ON THE PLATFORM THEN?

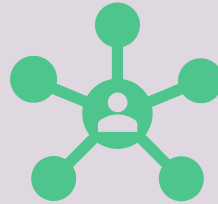


DO YOU KNOW HOW OFTEN THEY USE THAT PLATFORM? WHAT FOR?

# Are you:



Showing how you can solve  
a pain?



Telling them something  
about the business/ team?



Sharing something fun/  
entertaining?



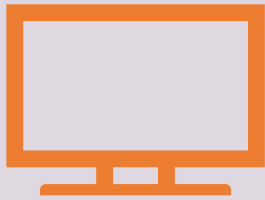
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How can they  
communicate with  
you?

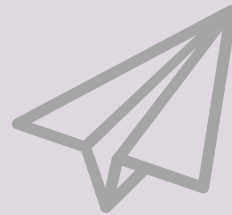
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# How do you want your candidates to communicate with you/ the business?



What channels are available?



Will you need to send a response?

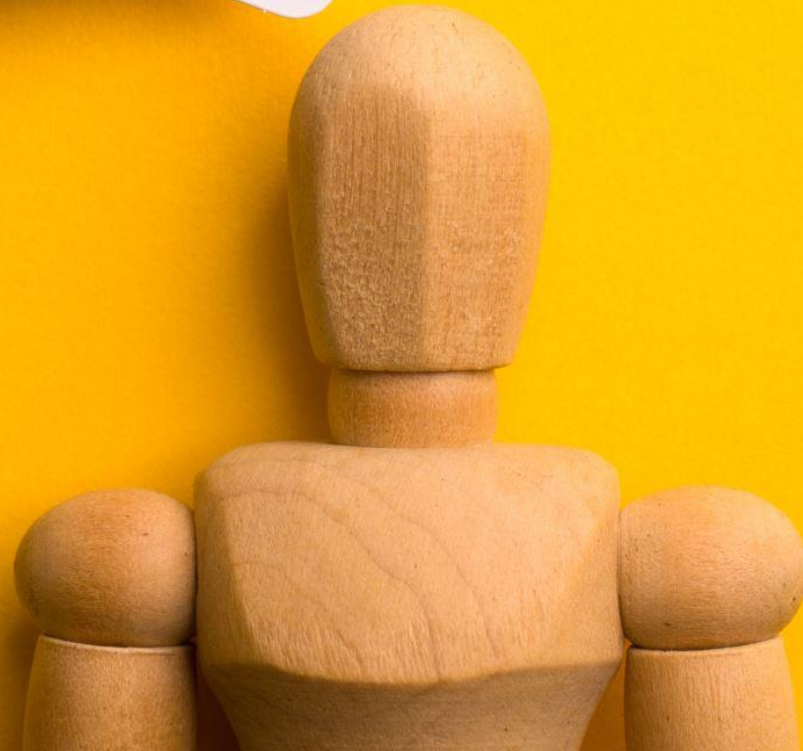


Can you add them to a mailshot list/ marketing list?

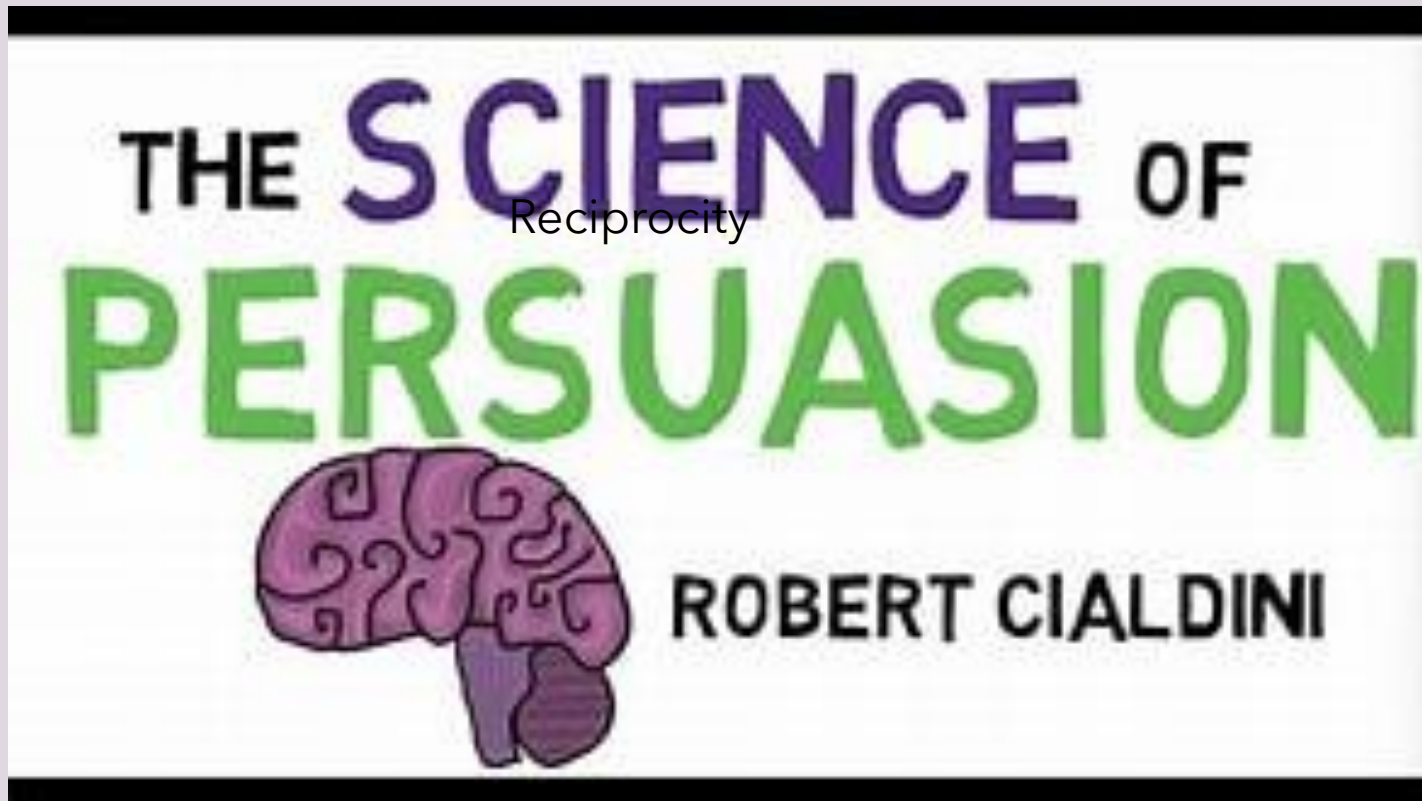
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How do you add  
value?

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# The Science of persuasion:



6 shortcuts:

- Reciprocity
- Authority
- Scarcity
- Consistency
- Liking
- Consensus





# Reciprocity:

If you give someone something, they will give you something in return

Gift, favour etc  
They are then more likely to say yes to those that they "owe"

# What can you give your candidates as a “gift”?



Market knowledge



Interview tips



Feedback



CV tips



Career advice

# Remember:


- This is an opportunity to solve their Pains
- Prove your credibility
- Share your knowledge
- Build your authority in your space

And if it's REALLY good - they will share it - therefore increasing your network



Your initial  
approach





# What is your usual candidate approach?

- **Do you have a process?**

**8-12 touches for a sales process to get a "yes"**



Using Inmails and  
the phone/  
messages





# Your first touch to a candidate:

- Can be an email
- An Inmail
- A call
- Something else!

For any of the above you need to have an objective -

Is it to start a conversation?

Is it to tell them about a role?

Is it to find out other business related information?

# If is to start the conversation:

- Ask questions to elicit a response
- Even if you have a role you want to speak to them about - don't mention it yet
- You are building a relationship and trust - this takes time
- Show you have done your research on them
- Give them a compliment

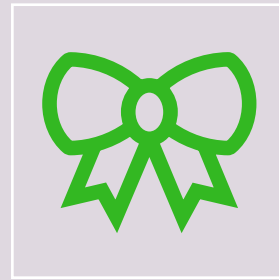




# If it is to tell them about a role:



Start the conversation first! (see previous slide)



Send them a "Gift"



Build trust - show your knowledge



# If it is to find out other business related information:



Share your knowledge early



Build credibility



Show them how you could help them in the future

# Relationship building

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# Thinking about what we covered today:

Why is it important from a business perspective to do this?

How can you build a relationship with your candidates?





Question time!

