

Chapter 1 : Selling Your Candidate | The Staffing Stream

Generally when candidates run for office, they expect that some of their dirty laundry will be aired by their opponents. But one candidate for city council in Evanston, Wyoming decided it might be more profitable to sell her dirty laundry instead.

Everett Collection My fundamental rule for recruiters: Play the buyer from the moment of first contact to final close. However, a high-demand candidate with multiple suitors is a different story entirely. Consistently playing the buyer not only prevents this problem, it also increases assessment accuracy and the probability of closing on fair and equitable terms. Here are four ways to remain the buyer throughout the recruiting process: Start by listening four times more than you talk. This is part of the "slow dance" described in a previous post. Make the candidate earn the job; it has more value this way. Peel the onion, and get facts and specific details about each accomplishment cited. Because top candidates never make the decision to switch jobs alone, this is a critical step you must address in the recruiting process. Create the career gap. For a job to represent a career move, it needs to offer both stretch and growth. Growth is the future. It represents what the person can become if the job is handled successfully. This relates to taking on bigger assignments with more impact, embracing unique learning opportunities, and getting exposed to more challenging situations. Convert jobs into careers. The process of "slow dancing" allows a person to see that small differences can often represent a big career move. For example, a slightly bigger team, more influence, bigger impact, and broader responsibility combined with a faster-growing company is often all you need to convert what seems like a lateral transfer into a significant career opportunity. A performance-based interview achieves this far better than does overt selling. Then, if an offer is made, the candidate is in a better position to favorably compare your opportunity with others from a long-term growth perspective, rather than strictly on the size of the short-term compensation increase. Apr 28, More from Inc.

Chapter 2 : How to Sell Your Company to Candidates

If you don't sell all of these points to top-level candidates, then those candidates are less likely to want to work for your company—even IF you extend an offer of employment. The market has changed.

Share Hiring is a form of selling: The hope is that your best prospective buyers — top talent — choose you. During interviews, you walk a tightrope, balancing the need to sell the job, while confirming that the candidate is a good fit. Not an easy task when good candidates have many options. Adding to this challenge is that virtually no one likes to be sold to. Salespeople engage in the tell, sell, and swell: To attract top talent, you must let the better salesperson sell. Candidates always believe themselves, but may or may not believe you. To get candidates to sell themselves on current or future opportunities at your company, you facilitate a collaborative sales conversation. Collaborative selling lets people play their proper parts. The seller you guides the conversation; the buyer the candidate does the selling. Say Little, Ask a Lot Being frugal with words creates space, allowing the candidates to think and talk. Everything they say, they believe. You hear the important details. Ask the right questions, and they could talk themselves into wanting to work for your organization. This act alone creates a positive experience for the candidates. Ask and Integrate Provocative open-ended questions will help you as you facilitate collaborative sales conversations. For instance, you could ask candidates the following questions during an interview: The information uncovered also makes it easier for you to show them why a job fits their specific needs. You confirm your understanding, you show them that what they say matters, and they hear a summary of their own thoughts and ideas. Getting them to close themselves on selecting your company requires asking closing questions, such as: Continue the Courtship The professional relationship that begins with the hiring process has to be nurtured and maintained. Especially when candidates are being cultivated for future opportunities. Keeping in touch — at least every month — can grow your rapport. Collaborative sales conversations that continue the courtship can include questions such as: Lining up people ahead of time and allowing them to sell themselves on your opportunities will keep your jobs filled with quality employees. These employees will do great work, helping you reach your strategic goals, and keep your organization thriving.

Chapter 3 : Selling the Candidate | Interview EDGE

Whilst I wrote this post to help you write more engaging candidate profiles, often the best way to ensure you get your candidate in front of your client is to call your client and sell the rockstar candidate in over the phone.

Share When shorting equities, one often faces the challenge of distinguishing between a topping formation and a change in trend. Many successful short sellers will try to focus their efforts by looking at clues that are offered from the schools of technical analysis and fundamental analysis. Read on to find out how studying these different methods a trader can gain confidence in shorting the market. Technical Analysis Since the equities markets are primarily dominated by long traders, short traders try to prey on the weak longs to trigger breaks and start downtrends. They try to put enough pressure on the market to create situations where the weaker long gets out because of the fear of giving back gains. It is the job of the short seller to find tools, such as different chart patterns or indicators that are used specifically for predicting the start of a decline or a panic sell. To learn more about these tools of the short seller, see our Analyzing Chart Patterns and Exploring Oscillators And Indicators tutorials. Trying to short a market using technical analysis usually means finding an overbought indicator and a trend indicator that is reliable enough to show the equity is a candidate for a down move. The overbought indicator is most likely either a relative strength index RSI or stochastic oscillator. A trend indicator can be as simple as a short-term moving average MA. For more on moving averages, read our Moving Averages tutorial. When using an oscillator, the trader is relying on it to show that the market has reached a level which indicates it may be running out of buyers. A trend indicator, on the other hand, is usually used to show that support has been broken because the market has become weak. When shorting an equity, it is very important that the trader know that with an oscillator he or she is selling strength, but with a trend indicator he or she is looking to short weakness. Fundamental Analysis Fundamentally, there are several ways to pinpoint short candidates , including bad earnings, lawsuits, changes in legislation and news. The key to using the fundamentals or news to trade an equity on the short side is making an informed decision about whether the event taking place is a short-term issue or a long-term event. A negative news event is most likely to cause a spike down in a market and not necessarily set up good long-term decline. In this case, the spike has most likely been caused by stop-loss orders being triggered. A long-term decline can start with a spike down, but is most likely triggered by a series of negative events which give traders confidence that a longer-term downtrend is developing. To read more about using the news when making trading decisions, read Trading On News Releases. Traders react by selling the stock. A series of negative earnings reports, however, is the type of fundamental which often attracts the short seller. Read more about this tendency in Surprising Earnings Results. When an event is significant enough to crack the support of a market, volatility will often increase as nervous long traders begin to feel the pressure of the short sellers trying to drive the market lower. This is when a trader can use both types of analysis to determine the severity of the decline that is in store. In general, a negative news announcement is often accompanied by heavy volume and wide ranges as short-selling pressure builds in an attempt to drive the stock to technical levels which will trigger more sell stops. The short seller, driven by the confidence of the negative fundamentals, continues to try to push the market through support points, which makes it painful to hold on to long positions. Short Selling in Action Heavy volume, wide ranges and lower closes often catch the eye of short traders. Upon further investigation, the short trader will then decide that the news event or fundamental is strong enough to trigger liquidation of long positions. It is at this point that the short selling begins. XLF in early Figure 1 illustrates how short sellers identified a potential opportunity and used negative evidence from technical and fundamental analysis to take control of a falling market. TradeStation Short sellers watched volume increase and eventually triggered a downside acceleration. After a prolonged move up and a series of higher tops and higher bottoms, the RSI and stochastic indicators reached overbought levels. This was enough information to cause traders to think a top was being formed, but not enough to attract any selling pressure, because throughout the up move, the same oscillators had indicated possible tops. The XLF offered the first clue of a top on February 20, at This move was the largest down move in terms of price and time that the market had seen since Compared to previous breaks,

this move was much more severe, which was a major clue that the XLF was topping seen in Figure 2. While technical factors may have identified a possible top, news stories helped traders gain confidence in the short side by supplying the market with negativity. The next day, the Shanghai Composite Index fell 8. During the course of these broad market breaks, XLF also attracted short selling pressure as bearish traders interpreted this as a sign a recession could possibly cut into future earnings of financial institutions. Learn more about estimating future earnings in [Earnings Forecasts](#): The first move down was triggered by a combination of technical and fundamental factors. It offered clues to traders that the XLF was sensitive to news which had a potential effect on futures earnings. It also identified to short sellers points in the market which were defended by long traders. During February and March it was reported that several subprime businesses filed for bankruptcy. This news, along with Mr. As the market was forming its top in early spring, more fundamentally bearish data was released, which painted a grim picture when combined with the weakening technical setup. While this news may not have immediately triggered a break in the market, when combined with the subprime bankruptcy filings in February and March, a bearish fundamental trend started to form. Throughout the spring and summer, XLF felt downside pressure as short sellers gained confidence from the negative fundamentals and news stories, as well as the bearish chart patterns which were developing. The news stories were supporting the short sellers by constantly fueling the market with negativity, while the technical patterns on the charts kept reaffirming the downtrend with a series of lower tops and lower bottoms seen in Figure 3. Based on the combination of the technicals and fundamentals, it was clear that the short sellers were in control of XLF. TradeStation The series of lower tops and lower bottoms indicate a clear downtrend throughout the spring and summer months. Conclusion In summary, to be a successful short seller, one must be aware of the clues that are offered both technically and fundamentally. Technically, the short trader must be able to distinguish between a topping formation and a change in trend. He or she must learn the types of formations which indicate a short-term top or a long-term trend. Fundamentally, the short-trader has to distinguish between a one-time news event and the start of a series of negative events. By learning how both the technicals and fundamentals work together, a trader will gain confidence, which will enable him or her to comfortably short a market. Learn more about how using technical and fundamental analyses together can help investors better gauge market direction in [Blending Technical And Fundamental Analysis](#). Trading Center Want to learn how to invest? Get a free 10 week email series that will teach you how to start investing. Delivered twice a week, straight to your inbox.

Chapter 4 : 3 ways to sell the candidate on a difficult job

THE CONVENTIONAL WISDOM ABOUT POLITICAL media consulting is that it's our job to create something that isn't thereâ€”to package candidates.

The first phase is the attraction phase and the second is the interview phase. A solid attraction story will compel candidates to raise their hand to interview with your company. Your interview story is what will keep them engaged and excited enough to pursue an offer. So how do you sell your company to candidates? Attracting A-Players requires a compelling story or lots of cash. They might even have too many options. So how do you rise about that noise and get the attention of A-Players? Two things sell, facts and stories. The best facts are the ones that have been validated by an external source. This is known as external proof. External awards are pure gold. We blogged on [How to fix your Glassdoor ratings](#) last month. Of course, not every company has examples of external proof. The other category of facts that sell we call credible facts. Examples are specific company growth figures and the exact earnings of your sales force. External proof and credible facts work brilliantly in both the attraction and interview phases. This brings us to stories. The right story can be even more powerful than facts. Like you, Susan came from the payroll industry and had about four years of sales experience. I promoted her to a senior sales role in , and she just got promoted to National Accounts in January. An example of an exception are articles written about your company. If the story is compelling, it could prove to be a powerful magnet to draw talent into your interview process. Get on the Same Page. Once you have your story, everyone involved in your recruiting and interview process must present a similar version of it throughout the process. In our experience, few things raise a red flag faster for sales professionals than hearing three different stories about earning potential. In short, the consistency of your message is as important as the message itself. To this point, our savviest clients leave nothing to chance with their story. They agree on the message as a team and reinforce that message at each step of the interview process. Set the Right Expectations. Sell your company accurately to candidates, and new hires will find what they expected once they start. We blogged further on the topic of setting proper expectations in [Why Transparency Matters in the Recruitment Process](#). We place sales reps, sales engineers and sales leaders across North America. Employers can [click here](#) to learn more about our sales recruiting services. Candidates can [view our current sales openings here](#).

Chapter 5 : Recruitment Interview Training | Selling Today's Candidates

Selling the candidate on a job is not always an easy task, especially for third party recruiters. Check out these tips on how to sell a difficult job.

That simply is NOT the case. Actually, those who adhere to this view significantly reduce the chances that they will hire a top candidate. What should you be doing during this interview? However, what is it, exactly, that you should be selling? Below are five points for selling your employment opportunity to a candidate during the interview: The position itselfâ€”This, of course, makes the most sense. However, it goes beyond just the job description. That can be tedious and bland if all you talk about are requirements, skills, and experience. If this is a top candidate, they already meet those criteria. Instead, make it compelling. A-level candidates thrive on vision, so share that vision with them. Top candidates want to be part of a winner, so show them how your company already is a winner and will be in the future. You must be able to communicate that to them. They want to know how making the leap to a new company is going to benefit them, especially in regards to the growth and overall well being of their career. The market has changed. Changing with it is a prerequisite for enjoying hiring success. We help support careers in one of two ways: By helping find the right opportunity when the time is right, and 2. By helping recruit top talent for the critical needs of organizations. If this is something you would like to explore further, please send an email to stacy.thevetrecruiter.

Chapter 6 : Sell The Benefits Of Your Company | Greenhouse

Panty selling may cause candidate to drop out of race by Michael Locklear Candidate Deborah Reno, who works as a massage therapist and yoga instructor, worked on a side hustle under the name.

You can read more about how to find the right people here. Your window to discuss potential candidates with your client is limited. Whilst this is usually used in face-to-face meetings, you can apply the verbal cues to highlight your candidate as perfect for the job, as well as to impress your client with your interest and dedication to the role. Remembering details, ideas and specifications from previous conversations proves that you have understood and considered what they said. Make notes of any buzzwords they say about the role and the type of candidate they want. These will form the foundation for Reflection. Closely repeating or paraphrasing what has been said to you will show your client that you have listened to them. Recalling the buzzwords they used and applying them to your candidate will help you to present them as right for the role. You should bear this in mind when going through the following pointers for what to say about your candidate: What made this candidate stand out to you? How did they present themselves? How did they communicate? Why are you putting them forward? You can use their CV as a base for this, especially if they have a strong opening statement. Highlight How They Match the Key Criteria Looking through the key selection criteria and comparing it with what your client has said about the role should highlight the most important criteria for you. Select a few of the most important ones and highlight how your candidate matches them. The same approach should be taken with their skills and qualifications. Rather than sharing all the skills they have, focus on the ones that are essential for the role and, if necessary, then explain their broader range. The highlights should resonate with the client and the role. Having the opinion of someone who has worked with the candidate before will make your pitch deliver more of a punch. So, if possible, focus on the points in the reference that reflect what your client has said about the role requirements. What is their salary expectation? Do they have any flexibility on either of these? Consider what it is about your candidate that makes them more than ordinary. Ask yourself the following questions before you make the call, and make sure you have the answers: Do I know exactly what my client is looking for? What skills does my candidate have that matches the role requirements? What personal attributes do they have that my client will find attractive? Do they have professional achievements I can use as a selling point? Am I ready to sell my candidate so that they meet the brief?

Chapter 7 : Finding Short Candidates With Technical Analysis

In such a competitive talent market, tech companies need to learn how to sell candidates on their job opportunities. Find out what you need to break through. I recently read Dr. John Sullivan's "Top 25 Recruiting Trends, Problems, and Opportunities for " article on racedaydvl.com, and one of the.

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you may reach us at:

Chapter 8 : 10 Simple Steps to Writing a Powerful Candidate Profile

Getting a candidate through the door and in front of a client is one of the biggest hurdles in recruitment, and one that recruiters often stumble at because of simple mistakes.

A well-crafted candidate profile will be engaging, snappy, and highlight exactly why you have chosen to include the candidate as part of your shortlist. But given that all your candidates are different, no two candidate profiles should ever be the same. Download this post as a PDF and start crafting candidate profiles that are engaging, snappy, and highlight exactly why you have put a candidate on your shortlist. How did they present themselves? How did they communicate? Why exactly are you putting them forward for the role? Antony came across as an extremely competent and professional candidate with a wealth of experience in B2B sales. He was well presented and was able to articulate his career highlights succinctly during his interview. He is clearly passionate about sales and also has a great sense of humour, which when combined with his high level of commercial acumen has no doubt contributed to his successes to date. Suitability to key selection criteria Looking at the 3 or 4 most important key selection criteria perhaps relating back to the performance profile, what makes this particular candidate perfect for the role? Antony is clearly comfortable cold calling as well as sitting opposite key decision makers. In his current role he has also been instrumental in writing and winning tenders. Based on his responses during our discussion, he runs a very effective consultative sales process. Career highlights and achievements Based on the career achievements your candidate would have talked about during the interview, if there are any specific highlights which would resonate with your client, include them here. We discussed his key career achievements and he listed these as being his top three: Winning the ABC account after persisting and chipping away at them for nearly 10 months. Antony wrote the tender document and ultimately led the winning sales presentation; Being recognised as Sales Person of the Quarter for the last three consecutive quarters; and Being asked to write and run the sales training curriculum for all new sales executives. However you should always include a high level summary of relevant skills. Antony has spent the last 8 years in sales, both at the coalface and more recently also leading a sales team of 3. Referee feedback If you are able to speak to at least one previous employer before presenting a candidate as part of the shortlist, it can help make your profile even more powerful. That way, your thoughts and comments are reinforced by those made by someone who has actually managed the candidate in the past. He is still employed in his current role, but I have been able to speak to one of his referees who had been sorry to lose Antony from his team 3 years ago. He is also currently given a car allowance. Antony is due to be paid a decent quarterly bonus in mid-July. His preference is naturally to wait for this commission before resigning. General recommendation Hopefully this is pretty self-explanatory. Something along the lines of '€! Out of all the candidates I screened and interviewed as part of my selection process, Antony is by far the strongest and most suitable for the role. Just ask them to write it in the third person to make your job even easier! In addition to the words you might choose to include in a written profile, remember that the enthusiasm and conviction in your voice can be incredibly powerful too. Who knows €! you might not even need to write a profile at all!

Chapter 9 : 5 Points for Selling Your Employment Opportunity to a Candidate - The VET Recruiter Â®

Sell your company accurately to candidates and new hires will find exactly what they expected after they start. If all of this sounds like simple, blocking and tackling kind of stuff, you're right. Get the details above right, and you'll attract, excite and close more than your share of A Players.

Share When it comes to closing top candidates, your own employees are the best salespeople. Top recruiting leaders already know the tremendous value that a firm receives when it lands even a single superstar recruit. Acquiring this superstar can also improve employee retention if it convinces your top people who were considering leaving to stay in order to work alongside this star. So, if you want to as much as double your offer acceptance rate, involve your current employees in your candidate selling process. Employees are more believable because they literally know more both positive and negative about the actual job, so they can provide more detailed answers to questions. And finally, most candidates view employees as opposed to recruiters or hiring managers as being much less likely to exaggerate. In this instance, even though the team had prepared a standard corporate recruiting pitch, the top current Warrior players literally took over the recruiting pitch to superstar Kevin Durant that was being held in the Hamptons. The current employees were able to sell KD because they were the only ones who could credibly answer his three primary concerns. The net result of this employee-driven recruiting intervention is now evident due to the extremely rare back-to-back NBA championships achieved by this team. Those areas where employees should be asked to help sell are listed below, with the highest-selling impact areas listed first. In the corporate world, once an offer has been made, it is perfectly acceptable to encourage top employees to contact the candidate directly. The direct follow-up contact can be incredibly impactful. The mere fact that one or more top employees are willing to take time out away from their job to make this follow-up contact says a lot just by itself. Top candidates are less concerned about compensation and benefits than they are the work environment and the impact that they will likely have. Future teammates can also best overcome the second-most common candidate work environment concern, which is whether they would likely be successful and have a significant impact if they joined the team. Finally, their knowledge of the day-to-day workings of the team allows future teammates to answer more in-depth technical job-related questions during this follow-up contact. Managers and recruiters are often less successful salespeople because individuals in these positions are less likely to be aware of the many work-environment related nuances that may make a candidate reluctant to say yes. Rather than waiting for this follow-up contact to come naturally, proactively encourage one or two top employees to take the lead. Since most top candidates want to be part of a successful effort, teammates can best convince them that they are joining a team that will have a significant impact. Provide the candidate with profiles of the team members " All top candidates want to know that they are joining a team populated with many other exceptional individuals. To begin with, the mere fact that multiple employees show up for the interview will likely be seen by a candidate as an indication that the team cares about this position. Convincing prospects to apply during referrals " If you have an effective referral program, the percentage of all hires coming from referrals should be near 50 percent. A vital component of any effective referral process should be encouraging employees to sell the candidate to the point where if it is offered, they will accept an interview. Begin by educating your employees about their responsibility to sell. Also provide a categorized story inventory that employees can choose from in order to demonstrate to the candidate through stories that this is a great place to work. The hiring manager should encourage all team employees and especially recent hires to approach the new hire during their first week to highlight the many positive reasons why they were chosen. They should also offer to mentor them and help them build their internal network of contacts. These combined actions will improve retention and initial performance, but they may also encourage the new hire to make referrals from their previous firm. Unfortunately, in this highly competitive talent marketplace, few organizations have yet to shift their focus toward a more scientific and data-driven selling approach, which is required to land top candidates. One of the key components of this updated sales approach needs to be involving your employees in your selling and closing effort.