



**bingham**  
CONSULTING

*We help staffing firms grow.*



**Presenting  
Candidates  
to WIN!**

# A game of speed & quality

RECRUITING KPI	Indicator of Speed	Indicator of Quality
Time from New Req to First Submittal	X	
Time from Submittal to Client Interview	X	X
Time from Client Interview to Hire	X	
% Submittal to Interview		X
% Interview to Offer		X
% Offer to Hire		X
% Offers to Rejected Offers	X	X
% Total Reqs Filled	X	X
% Hot Reqs Filled	X	X
% Qualified Contractors Unassigned		X
% Contractors Completed Assignment		X
# & % Contractors Lost to Negative Attrition		X
# & % CTH Converted to Client's Payroll		X

Danger zones

Recruiting is both



# The Credibility Continuum

*Here's where you  
are right now!*

**Zero  
Credibility**

(I don't know you, I don't trust you,  
Who are you?) \_\_\_\_\_

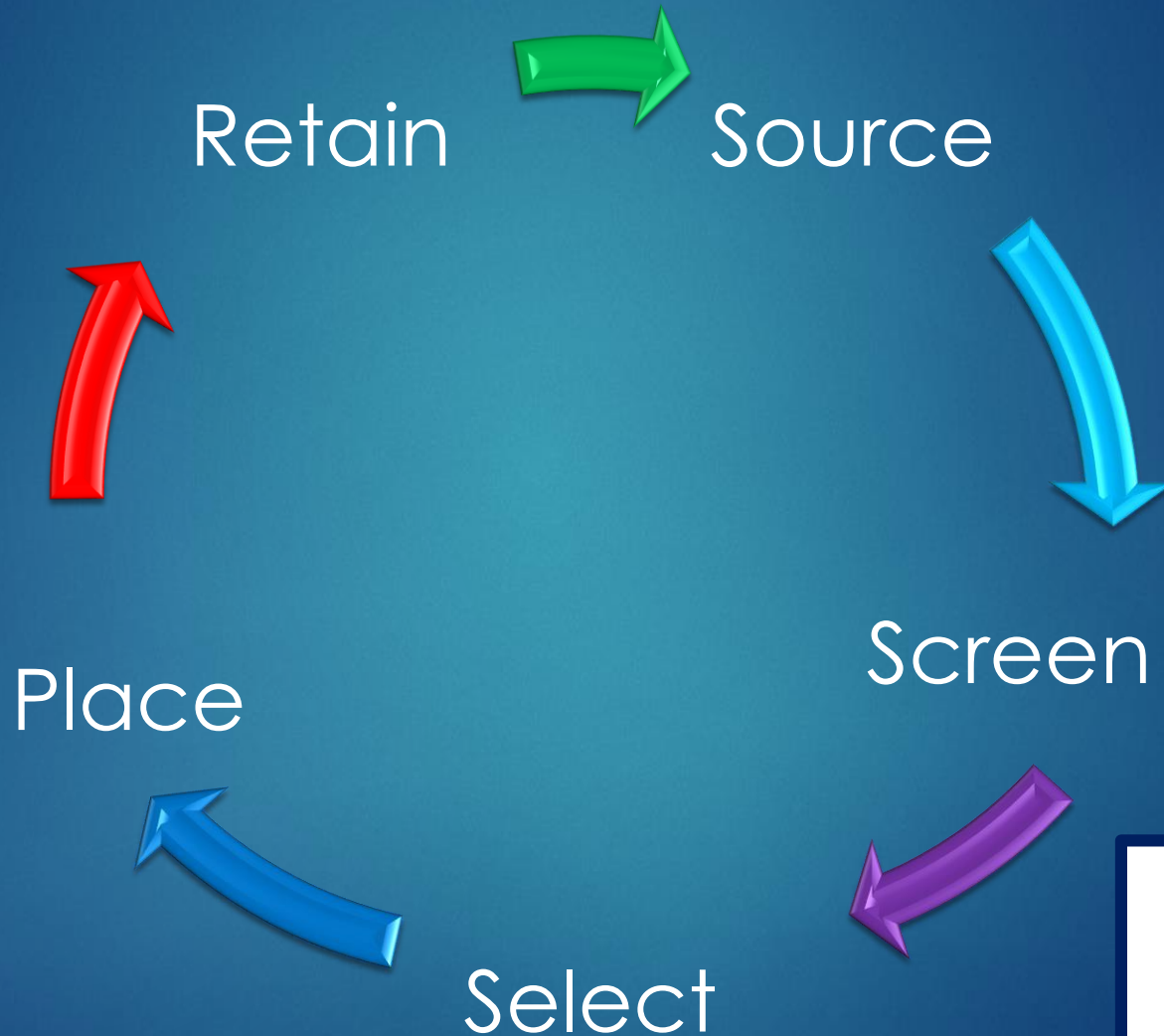
**100% Credibility**

(I trust you 100%,  
I'll do whatever you say)

Source: VMS Accelerators



# The SCIENCE is what we do



# The ART is how we do it...



# Perfect your ART!

1. Always pipelining talent
2. Vet beyond the basics
3. Submit with sizzle
4. Prep like a coach
5. Close confidently



# 1. ALWAYS PIPELINING





# Why pipeline candidates?





# ARTFUL

Where do people with these skills live, work, and play?

Active, strategic social networking

REFERRALS, REFERRALS, REFERRALS!

*Post-and-pray doesn't work*





Pipelining success depends on  
the ART in your phone screen

*One chance to make a first impression*





# ARTFUL

*“I represent people with financial skills.”*

*“I’m hoping you can help me.”*

*“You’re someone we should know.”*

*“We can help you one of two ways.”*

COMPETENT, CONFIDENT, CREDIBLE



## 2. VET BEYOND THE BASICS





## 2. Vet beyond the basics

### **EASY** – the basics

1. Skills
2. Pay
3. Urgency

*Is this someone I  
want  
representing us?*

### **HARDER** - does this person have a history of success?

- ▶ Accomplishments

### **HARDEST** – how will this person behave on the job?

- ▶ Behavioral interviewing
- ▶ FIT: culture / environment / management style





# Artful

*“What’s your dream job?”*

*“What’s the ideal culture & work environment for you?”*

*“What’s one thing you don’t like about your current job?”*

INTRIGUING, GENUINE, INTERESTED





# Artful



*Who do you know just like you?*

*Who do you report to now?*

**DON'T HANG UP WITHOUT THESE!**





Fit for current JO?

*“How soon can we  
meet?”*



# NAF NOW but may be IN FUTURE?

*“We should talk further. Tell me about your ideal job...companies you’d like to work with, skills you most enjoy using.”*

- ▶ “A” player – what to do??
- ▶ Hot List



# 3. *SUBMIT with SIZZLE*





# ARTFUL

- ▶ BOOK RESUME PREVIEW TIME – 15 MINS.
- ▶ SEND RESUME 15 MINUTES PRIOR
- ▶ ANSWER ON THE SPOT



**MAINTAIN CONTROL & AVOID THE  
WAITING GAME**





# ARTFUL

Now is when you ***SELL***

1. Accomplishments they've had
2. Value they'll add
3. Outcomes they'll likely produce

*"In his previous role, Jim created a process that reduced team status reporting every week freeing up more real work time per team member and extending their productivity."*



# 4. *PREP LIKE A COACH*





# ARTFUL



## 1. Company culture

- ▶ *“Very corporate, sophisticated processes”*
- ▶ *“Young, hip and fast-paced”*
- ▶ *“Innovative and forward-thinking”*
- ▶ *“Traditional, family-like”*





# ARTFUL



## 2. Who the candidate will interview with

- ▶ *“Let me share with you what the company is trying to get done...”*
- ▶ *“The Hiring Manager’s biggest priorities are...”*
- ▶ *“The individual you’ll be interviewing with is Type A...”*







# ARTFUL

## 3. How the candidate will “win” in the interview

- ▶ *“Focus on your unique expertise...not just essential skills”*
- ▶ *“Talk about where you’ve helped companies gain efficiencies or effectiveness”*
- ▶ *“Relate your accomplishments to the value you’ll add in this position”*
- ▶ *“Be ready for behavioral questions like ‘tell me about a time when’... ”*



# 5. *CLOSE CONFIDENTLY*





# Artful

Beyond just money & benefits...

- ▶ Dream job?
- ▶ Career progression / opportunity
- ▶ Company culture / employer of choice (if it is!)
- ▶ Boss' style

Full disclosure about concerns

Counter-offer prep





# Artful

- ▶ Beyond congratulations, celebrate with your candidate!
- ▶ Recap offer, position details, onboarding process
- ▶ Transition new hire from candidate to contractor

*“Welcome to the team! Here’s what’s next. I’ll be excited to connect after your first day.”*





# ARTFUL

## Contractor care plan

- ▶ Schedule a touch base once a month / gain intelligence on the account

## Referrals

- ▶ Referral bonus
- ▶ Send hand-written thank you note

## Continued service

- ▶ Help keep their skills fresh (google alerts)
- ▶ Other ideas?

***Today's contractors are tomorrow's HMs***





**bingham**  
CONSULTING

We help staffing firms grow.

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