



## **Introduction to RECRUITING**

*Version: 21.001*

## Welcome

This document was written to give you, the prospective recruiter, an idea of what is involved in being a recruiter with Hadwin Jones. We have put a lot of time and effort into writing this document in order to clearly communicate to you what it takes to be successful at recruiting. We suggest you put a lot of time and effort into reading this. Once you have done that, you should put equal time and effort into considering whether you have what it takes to be

successful, and whether you are willing to put in the required effort.

There are massive rewards awaiting successful Hadwin Jones recruiters, but make sure you understand this is a value exchange. You have to create a lot of value in order to participate in the exchange.

“You can have everything in life you want, if you will just help other people get what they want.” Zig Ziglar.

---

## Paid only for success

The first thing to understand very clearly is that recruiting is a very honest business in which you work with people to create value, and get to keep a share of the value you have created. Create a lot of value, and you will make a lot of money. Create no value, and you will make no money. Worse than that! If you don't create any value, you will cost your team mates a lot of time and effort, and they will become extremely frustrated with you.

Recruiters make clients happy by assisting them acquire good staff. Once the client has engaged their new hire, the client is invoiced and, if they pay their bill, only then does the recruiter see any money.

You need to be the sort of person that is confident that when the market pays you what you are worth, that it will pay you heaps. Because the market will pay you exactly what you are worth.

---

## I need all the friends I can get

There is an old Peanuts story in which Charlie Brown states “I need all the friends I can get”. Unfortunately many people new to recruiting were brought up reading Peanuts comics and come to the industry thinking they are going to make a lot of new friends. They think that being nice friendly people is what is needed for success. They ring potential clients, busy executives. They catch them on the phone between appointments and use the approximately 30 secs of time they have been afforded to say “Hello, how are you on this

sun is shining?” Then they wonder why the prospect has hung up in their ear !!!

Clients are not your friends. They have no interest in becoming your friend. They already have plenty of friends. They do not take calls during the business day in the hope of finding new friends. The same can be said for candidates.

You can be friendly and polite with people, just make sure you are not under the delusion that you are going to make friends out of the clients and candidates with whom you are working.

wonderful morning? Don't you just love it when the

## **There is no loyalty**

Many years ago, clients were loyal to recruiters and the recruitment firms they had good working relationships with. Nowadays clients are loyal only to their bottom lines and minimising cost at every turn.

Industry surveys tell us most clients say they do not use recruiters. They do their own staff advertising on SEEK because recruiters add no value over what SEEK provides for the cost of an advertisement.

---

Then when we see a client in the market talking to a recruiter, we find they are talking to many recruiters. When the client realises they need servicing, they talk to every recruiter they can, as quickly as they can. There is no loyalty. The lesson here for the recruiter is to focus on satisfying immediate needs, not on building relationships.

## **What type of person makes a good recruiter?**

There are many misconceptions in the market about: what recruiting is; what a recruiter does; and what skills a recruiter needs to be successful. Many people see recruiters as lightweight people with strong sales skills. We have to agree, there certainly are many recruiters that are well described as lightweight.

But we are not interested in what makes bad recruiters, or why there are so many bad recruiters in the market. We are interested in what good recruiters have in

common, and how we can become the best recruiters in the marketplace. That is what this document is all about.

One of the first things you learn is that much of what you will read on the internet about recruiters focuses on what recruiters did many years ago in boom times where clients expected little from the industry. This may be interesting as a history lesson, but it is not useful in being successful in today's market.

## **Recruiting is not selling**

Recruiting is not selling, but it does follow a sales process. People that think of recruiting as selling cannot be successful in the long term. The recruiter's job is NOT to convince a client to employ an inappropriate candidate, nor is it to convince a candidate to sign up for a job they are not really interested in.

The recruiter does need to continually canvass a lot of prospective clients to identify vacancies, and they

do need to convince clients to agree to the recruiter servicing the vacancy in accordance with the Hadwin Jones terms and conditions. No money changes hands at this point. The recruiter is just presenting a valid argument to the prospective client, and convincing them to let the recruiter try to satisfy the requirement. The recruiter must be able to negotiate, state their case, and present the benefits of their offer.

## **Hunting and farming**

Two words, commonly used in the sales vernacular, are extremely relevant to the recruiter. These are the metaphoric roles of Hunting and Farming. In sales, hunting is the art of going and getting new customers. Farming is the discipline of nurturing business from established relationships. The successful recruiter will be continually looking for new clients and new candidates. They will realise that everyone works, and

that almost everyone changes jobs every few years. A good recruiter is always looking for opportunities to help.

Likewise, a good recruiter has a database of potential prospects they are continually farming. They cycle through these people looking for meaningful and appropriate ways to add value to their lives.

## Adding value

A recurrent theme you should understand by now is that the recruiter must always be adding value. People tend to be givers or takers. A good recruiter is always a giver. Always frame every exchange from the perspective of what you are giving.

If you want a person's CV to see if you can place them in a job and take a commission, instead of asking them for their CV, offer to help them get the job of their

dreams. If you tell a potential candidate about the fantastic jobs you are trying to find people for, they will want to give you their CV. They want what you have got. You have the power to give them what they want, a chance of landing that amazing job.

If you just ask a person for their CV because you need candidates to place, they will see you as a taker and have no interest in helping you.

---

## Respect for time

One of our brand values at Hadwin Jones is respect for time. Respect for everybody's time. You show this by valuing your own time, the client's time, and the candidate's time. Every phone call should be conducted as quickly and as efficiently as possible.

The client, the candidate, and you should all come away from every call feeling their time was respected. Calls start when they are scheduled, remain on point, and finish as soon as they are finished.

---

## Reuse

A successful recruiter masters the art of reusing everything they possibly can. When they identify a vacancy, they send five candidates to the client for interview, not just one. When they find a candidate for a vacancy, they send them to five job interviews, not just one. When they advertise for candidates for a role, they write advertisements that appeal to a wider audience than specifically how the client has described the job, because they know clients will not have been exact in their first requirement statement.

When they have to send an email, they customise a

standard one rather than beginning from scratch. When they interview people, they follow scripts. When they write up reports, they use templates.

Look for all the ways you can standardise your daily routine. This saves a massive amount of time and increases the consistency of your outputs.

Of course the concept of reuse applies to every business, not just recruiting. Good recruiters understand reuse and use it to maximise their productivity and brand consistency.

## What people hate about recruiters

Many people have had negative experiences when dealing with recruiters. It is your job to convince them they will only have positive experiences dealing with you.

The extremely successful American business consultant, Michael Gerber (author of *The E-Myth*), recommends branding from the market's frustrations. Identify what the market hates about your profession and position yourself as the opposite. A classic example of this can be seen in the medical profession. When you go to see the doctor, you know you will be kept waiting well beyond the time of your appointment, the doctor will not remember who you are until they have read your notes in front of

you, and will rush you through a process without appearing to consider you as an individual. To create a wildly successful medical practice, all you need to do is position yourself as the doctor that is on time, remembers their patients (because you read the notes before the patient enters the surgery), and treat patients like people!

The market sees recruiters in general as lacking knowledge, unable to listen, unwilling to put any effort into understanding the business culture, simply providing a keyword matching service, adding no value, and feeling entitled to charge massive fees.

To be successful, you need to be the opposite.

---

## Hadwin Jones

Hadwin Jones is a knowledge and experience-based business consultancy. We provide top expertise to clients, when they need it, to review strategies, develop solutions, implement plans, and resolve issues. Hadwin Jones also offers solutions to all the human capital problems faced by their clients. This includes the provision of personnel placement services whether they be for permanents, contractors, or temp staff.

In every area of the market we work in, we have, or contract in, the required expertise. This access to knowledge is valuable to our clients and sets Hadwin

Jones apart from the majority of the recruitment services in the industry.

Hadwin Jones always puts the effort into understand our customer requirements and the culture of their workplace. We put in the required effort, and focus on assisting our clients obtain successful outcomes. This comes from team play. Team play begins with establishing what you can give to the team, and always giving more than you look to take. When everyone does this, we cannot help but be successful.

---

## Discipline

The only way to success is through discipline. Mark Spitz may be the greatest swimmer ever born. Once when asked what he liked most about swimming, he said the training. He elaborated by saying that if you love the training, you cannot help being the best when it comes to racing.

Good recruiters thoroughly learn the basics of the industry, then hold themselves accountable to the discipline necessary for success. Discipline and attention to detail are the hallmarks of excellence.

## Change is our business

Recruiting is the business of helping people in all walks of life deal with change. When change happens, people move jobs, recruiters assist in the process, and the recruiters earn money. The recruiter helps the employer define, identify, and employ the person they want. They also help the candidate identify their ambitions, define a career path, develop the skills they need, and get the job they want.

A key insight for recruiters is that change never

---

## CRM

At the heart of the recruiter's life is the Customer Relationship Management (CRM) system. Fundamentally it contains a list of companies and a list of potential client contacts. In the recruitment industry you deal with a large number of people and you will not remember everyone you have interacted with (if you do, you are not working hard enough).

The details of the companies in the CRM will remain reasonably stable. The people in the CRM will remain reasonably stable, but the relationships between the people and the companies will continually change.

happens in isolation. When a person leaves one job, they are going to another job, where someone else has just moved on. When you place a candidate in that role, you have also created a vacancy in the business your candidate just came from. Every change enables you to identify a network of opportunity. Successful recruiters realise this and follow these networks as they open up. They keep following until they can go no further.

When you are prospecting, your typical interaction with the CRM will be to look up a person you want to call. You then check their profile on LinkedIn and see if they are still associated with the company they are listed against in the CRM. If they have moved on, update the CRM. Investigate the chain of change implied by their move. Who did they replace? Is this person in the CRM? Who replaced them? Potentially each change should result in three people to talk to that will all have very similar requirements.

Update the CRM. Make your calls. Then update the CRM again with all the details of your calls.



## Urgency

Urgency is the most fundamental character trait needed for success (in any field). We all begin each year with a bit over half a million minutes to do with what we want. Some people get a lot done in a year, others achieve little. Regardless of what we achieve, we all use our 525,000 minute allocation every year.

Successful recruiters have massive urgency. They get things done because they use their minutes efficiently. They react quickly. They do things immediately, and they always keep their projects moving forwards as fast as they can.

---

## Timing

Timing is everything in recruiting. The normal cycle of events begins when an employee hands in their notice. Their manager follows internal procedures and notifies the Personnel department that the departing employee will need to be exited, de-provisioned, a new employee identified, engaged, inducted, trained, and moved into the gap being created by the departing employee.

Six weeks then goes by. In this time one of two things happens. A new employee is found, or, the manager bypasses the Personnel department and goes straight to the recruitment industry demanding immediate action. You need to be talking to the manager at the time they are ready to go to the recruitment market.

The million dollar question is how do you make sure you are talking to them at the right time? There are two parts to the answer, and both are exceptionally simple. Firstly, make sure you are talking to the right people, and secondly ensure you are talking to them regularly.

The other side to this is that you must not annoy your clients by wasting their time or they will avoid your attempts to make contact. The answer to this comes down to making 800 to 1000 tightly scripted, extremely brief outbound phone calls every month offering your list of clients exactly what they want.

---

## No one needs a recruiter, until they need a recruiter

An extremely important adage in the professional recruitment industry is: “no one needs a recruiter, until they need a recruiter”.

Your job is to be there at the right time, with the right person, with the right offer. This is where the magic happens, the deals get done, and everybody wins: The Client, The Candidate, and you.



***HADWINJONES***

**hadwinjones.com**

**HPLI200480**