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# Candidate Corner—How to Establish Exclusive Recruiter Relationships

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Thursday, Oct. 27  
11:15 a.m.–12:30 p.m.



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Founder and Chief Executive Officer  
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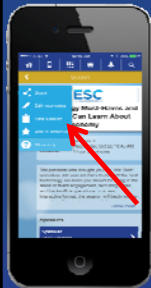
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### AISHA G. QUAINANCE

#### Current Professional Affiliations

Founder, CEO

- **Fillmore Search Group**
  - Executive Search & Specialized Staffing
  - San Francisco & Silicon Valley's Business Times - 100 Fastest Growing Private Companies, 2015 Recipient
- **Quaintance Consulting**
  - Business & Executive Coaching, Training, Speaking and Consulting

Chairman of the Board, 2016

- **American Staffing Association**
  - Search & Placement Section Policy Council

Author & Writer

- **The Hiring Advisor**
- **Career Smarts**
  - Launched in October



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## WHERE DO YOU FIND TALENT?

WHAT GOT YOU HERE WON'T GET YOU THERE

- Candidate Shortage – the struggle is real!
- Percent of orders lost to candidates taking another job is increasing!
- 6 times more effort to start from scratch!
- The days of place and done are over
- Know what you want, go get it. Headhunt!

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## CANDIDATE CONTROL IS A PROCESS

THE BREAKDOWN

KEY TAKEAWAYS:

- Weeding out the Wrong Candidates
- How to Groom and “Give to Get”
- Candidate Career Management
- Why You Long-term? You’re the expert!

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## WHAT ATTRACTS TALENT?

WHY YOU? YOU MUST BE THE TRUSTED ADVISOR AND EXPERT IN CAREER MANAGEMENT!

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## WEED OUT TIME WASTERS

**RECONSIDERING YOUR APPROACH**

What defines an A candidate for you?

What I reconsidered:

- Use Key Forms upon Initial Screen - mandatory
- Where's the pain?
- What's the driving force?
- How bad is the pain?
- "Dig for the Dagger"
- How motivated are they??
- Do you have the right to schedule on their behalf?

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What does that require?

- Start Career Management Early & Keep it up!
- Offer to help them or another
- Don't just check in, offer value
- Throw events that make sense
- ASK for the referrals!
- Always be MPCing...
- Ask for the business!

**LIFE CYCLE OF CANDIDATE RELATIONSHIP**

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### CANDIDATE RELATIONSHIP MANAGEMENT:

Keep in front of them!

- o Same as clients!
- o Offer Value on each call
- o Get in front of them
- o Champagne & Oysters
  - o Annual Event
- o ALWAYS dangle an opportunity
- o Always discuss career mgt

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## CANDIDATE CAREER MANAGEMENT

You Can Provide:	They Will Uncover:
<ul style="list-style-type: none"> <li>Salary Negotiation</li> <li>Creative Bonus Plans</li> <li>Word Tracks to Management</li> <li>Career Reality Check</li> <li>How to go about the results</li> <li>Career management training</li> <li>A confidential ear!</li> </ul>	<ul style="list-style-type: none"> <li>If they want to leave</li> <li>What's happening in their department</li> <li>Future Job Orders</li> <li>Candidate Referrals</li> <li>Client Referrals</li> <li>Intros to their management</li> <li>Intros to other departments</li> </ul>

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## CAREER SMARTS – VALUE ADDS

Conversations to Have	Blogs to write
<ul style="list-style-type: none"> <li>Take Inventory: Your Career Reality Checklist</li> <li>What's Holding You Back?</li> <li>Designing Your Career Utopia Sheet</li> <li>Creating an Opportunity Where You Think It Doesn't Exist in Your Current Company</li> <li>Mastering Your Personal Public Relations: Personal PR</li> <li>Planning Your Takeout</li> </ul>	<ul style="list-style-type: none"> <li>Managing Yourself Up or Out</li> <li>You're Not Cheating! Why You Always Need a Plan B</li> <li>The Art of Interviewing</li> <li>Getting the Pay You Deserve: Salary Negotiation 101</li> <li>Don't Fall For The Counter Offer</li> <li>Navigating Your Way Through a Premature Offer from Other Companies</li> <li>Setting Yourself Up for Success: The Importance of the First 90 Days</li> </ul>

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## WHAT ARE YOU TRYING TO ACCOMPLISH?

✓ A Triple Win!

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Branding to Candidates:

- Pre-Call Credibility
- Subject Matter Expert
- Trusted Advisor
- Long-Term Partner
- Different Level of Service
- Vested Interests in outcome
- High Placement Retention Rate

Key selling point for employees:

 Brand perception <b>35%</b>	 Employee equity <b>30%</b>	 Personal growth <b>18%</b>	 Salary <b>7%</b>
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Credibility can replace "sales"

- Branding & credibility is PR and reputation
- Have candidates come to you
- Have referrals come to you
- Be the person that might say no "I can't work with everybody"
- Create a reputation that they need you more than you need them
- Always be laying the groundwork!

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IN SUMMARY:

Find → Attract → Groom → Retain → Repeat

- Weed out time wasters!
- Re-define what your MPC is
- Become an expert in Career Management
- Give advice and value adds wherever you can using online and conversations and mixers
- Have and exude a deep caring for their career
- Treat the right candidates as the new client in every way
- Take the time to do the small things that matter to keep in touch
- Make Candidate Retention a key component of your culture
- Always position yourself as the Trusted Advisor for the candidate
- Promote all that you do for your candidates wherever possible
- Discuss Exclusivity and what that means for THEM

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SEARCH GROUP  
Executive Search & Specialized Staffing

**CANDIDATE CORNER**

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[www.CareerSmartsInc.com](http://www.CareerSmartsInc.com)

Career Smarts Inc.

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## Thank You for Attending



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