



## Going Old School: The Art and Science of Making Every Call a Great Call

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## Use Your Tech Park Radio for This Workshop Tune to Channel: E3

- Listen while eating your lunch or exploring the expo hall.
- Tech Park radios available near entrance of Idea Lab.




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- I am President and Founder of Advanced Recruiting Trends & The Artisan Group. I have been involved in recruiting and talent acquisition for over 30 years.
- My background is in technical & executive search. I facilitate professional recruitment training programs and consult to companies on talent acquisition & recruiting best practices.
- My firm works internationally with clients across a range of industry sectors. Clients range from large multi-national firms to small enterprises.
- I previously owned/sold a 25 person technical search firm in the Washington, D.C. Marketplace.
- Most important thing to know about me: I STILL Recruit.



Paul Siker

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**OLD SCHOOL**

# old-school

*adjective* | \ 0l(d)-skul\

**Definition of OLD-SCHOOL**

- 1 : adhering to traditional policies or practices • an *old-school* coach
- 2 : characteristic or evocative of an earlier or original style, manner, or form • *old-school* music

Old school means something close to old-fashioned, but it's a term with more pride behind it. If someone says, "I'm *old school*," they're saying they do it like it used to be done, which they believe was a better way.

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Today's session will address the following:

- Introductory "Cold" Call Psychology (for Recruiters & Candidates) & the importance of pre-call preparation and communicating with conviction.
- Upgrading voicemail and passive candidate call word tracks to enhance candidate engagement and project heightened professionalism.
- Distinguishing yourself as a recruiter of choice – optimizing your presentation skills/style to make the best impression.
- Final Thoughts: Better call composition and execution = Greater candidate conversion rates & more referrals.

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## It's Time for a Live Poll!

To participate—

- Text **ASA18**
- To: 22333



**Poll Everywhere**

American Staffing Association | Wi-Fi Network: SW18  
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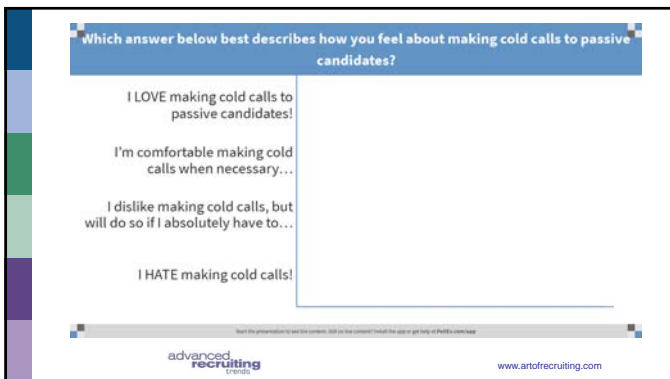
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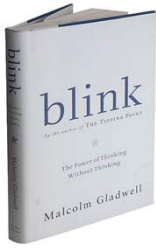
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Written By Malcolm Gladwell  
New York Times Best-Seller  
**Extremely Relevant To Recruiting!!**

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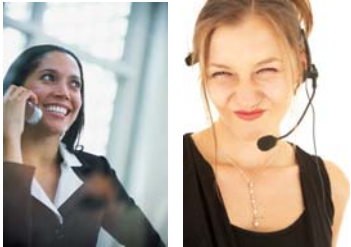
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## Introductory Call Psychology



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Working in small groups (with the people adjacent to you), please take 10 minutes to answer the following 3 questions:

1. Generally speaking, what are our hesitations when contacting passive candidate prospects with whom we haven't spoken previously (and who aren't necessarily seeking new employment opportunities)? Write down your observations.
2. You identify a very solid passive candidate prospect on LinkedIn and decide to initiate a call to this individual. Take a few minutes to sketch out what you would say to this individual – how would you introduce yourself and explain the purpose of your call?
3. The individual that you are attempting to contact doesn't answer and the call goes into voicemail. In leaving a voicemail message, how would you introduce yourself and what information would you include in your message?

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## Cold Call Psychology



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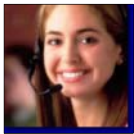
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“The only thing we have to fear,  
is fear itself” – F.D.R.

The Four Fears:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



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## Cold Calling Pressure



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## Overcoming The Fear Factors

- Remove the “Cold” From Cold Calls
- Enhance Consultative Selling Style
- Know What You Want to Say
- Batch Calls & Track Outcomes
- Activity Matters!



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## Voicemail Strategies

**Our Objective:** To create prospect interest, and secure a pro-active response.

Realities of Voicemail:

- Ubiquitous
- Virtual Gatekeeper
- Screening Tool/Time Saver

Most Sales-Oriented Messages:

- Provide Way Too Much Information
- Fail To Be Compelling/Interesting
- **Sample Voicemail Message I**
- **Sample Voicemail Message II**

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- **Sample Voicemail Word-Track:** *"Hi Sue, we haven't spoken previously, but my name is Jane Smith, and I'm calling today because I have reason to believe that you may be very relevant to an XYZ project initiative that I am working on...Candidly, I'm hoping you can assist me or point me in the right direction. If you can call me back at 867-5309, I'd welcome the chance to map out the specifics of what I'm working on. And, please know that I promise not to steal more than just a minute or two of your time. Thanks, Sue, for your consideration and I look forward to the possibility of chatting."*
- **What's Words Are Missing?**
- **Sample Voicemail Message III**

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### Two Types Of Introductory Recruiting Call (aka "Cold Call") Approaches:

- **Specific or Focused Call Approach:**
  - Oriented to single job or position – oriented to the job opportunity
  - Less Flexible – No Assurance that the job will correlate with Candidate interests/objectives
  - Focus is on "What Is," as opposed to "What Could Be"
- **Non-Specific or Unfocused Call Approach:**
  - Completely open-ended – oriented to the candidate prospect
  - Flexible – Allows prospect to map out career objectives and ideals
  - Entirely oriented to exploring "Possibilities"

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<p><b>Focused Call Approach</b></p> <pre> graph TD     A[I have a job...] --&gt; B[Are you interested?]     B --&gt; C[Are you qualified?]         </pre>	<p><b>Unfocused Call Approach</b></p> <pre> graph TD     A[Are you interested?] --&gt; B[Are you qualified?]     B --&gt; C[I have a job...]         </pre>
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**Typical Focused Call Word Track:**

*"Hi Jane, my name is Tom Smith, and I'm a recruiter with ABC Recruiting. I was interested in speaking with you today because I understand that you are a very talented (Engineer, Accountant, Nurse), and it happens that my firm is currently recruiting for an exciting opportunity for someone with a really strong (Engineering, Accounting, Nursing) background, and I was wondering if you would be open to hearing about new opportunities?"*

Fact: The vast majority of recruiters use some variation of the above.

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Unfocused introductory calls are designed to engage the individual we're reaching out to versus focus on the specific job on which we are recruiting.

Key unfocused call word-track elements include the following:

- Get Their Attention/Interest
- Present Call Objective
- Create Desire
- Establish Exclusivity
- Incorporate Expectation for Rapport
- Ask "Scenario-based Closing Question" (Close)
- Silence

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## More Effective Call Execution

- **SLOW DOWN!!!** – There's No Need For Speed!
- Present an enthusiastic & sincere demeanor (but don't be overly effusive).
- Know EXACTLY what you intend to say.
- Bullet out your call word-tracks – **Rehearse, Rehearse, Rehearse.**
- Project "Marketplace" expertise.
- Be especially adept at conveying your client's compelling story.

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## Better Candidate Engagement

*"There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it." ~ Dale Carnegie*

*"Remember that a person's name is to that person the sweetest and most important sound in any language." ~ Dale Carnegie*



Dale Carnegie

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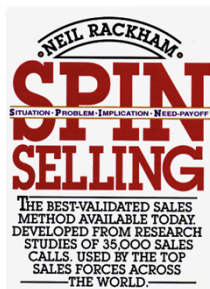
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## Better Candidate Engagement

"Why are some sales professionals exceptionally successful while others are simply average? What are the really effective sales professionals doing that their less successful counterparts aren't doing?"

- S**ituation Questions
- P**roblem Questions
- I**mplication Questions
- N**eed/Payoff Questions

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Noted psychometrician and GE researcher Johnson O'Connor determined that an individual's vocabulary is the best single means of predicting occupational success – *in any career or profession*. Vocabulary is not a fixed asset – it can be expanded by anyone.



Johnson O'Connor

Invest time in effectively articulating what makes a specific client opportunity compelling. By devising and presenting eloquent selling messages that are designed to resonate with prospects, you can distinguish yourself as a recruiter of choice.



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- Investing time and energy into constructing thoughtful and engaging introductory call word-tracks can absolutely help you optimize your communications with passive candidates.
- Leveraging an unfocused call approach that is oriented to having a career-oriented discussion with a candidate (versus simply pitching a job order) will distinguish you in the eyes/ears of prospects.
- Implementing SPIN techniques and upgrading the content and quality of your communication approaches to passive candidates will enable you to consistently sound better and enjoy greater credibility with candidate prospects.



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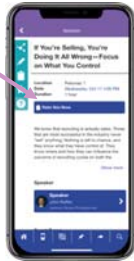
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