



RECRUITERS BLUEPRINT: 10 TIPS TO BE A GREAT RECRUITER

MASTERING THE ART OF BUILDING STRONG
RELATIONSHIPS, FINDING THE RIGHT FIT, AND
STAYING AHEAD IN THE INDUSTRY

BY SCOTT FLECKENSTEIN

RESULTS-DRIVEN STAFFING INDUSTRY EXECUTIVE, WITH
OVER 20-YEARS EXPERIENCE LEADING AND INCREASING
GROWTH WHILE BUILDING EFFECTIVE TEAMS FOCUSED ON
CUSTOMER SERVICE AND EMPLOYEE RETENTION.

2023 **RECRUITERS** BLUEPRINT

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ABOUT US WHO WE ARE

We are a full-service staffing industry consulting company that helps staffing firms in every segment navigate the constantly changing landscape of talent acquisition and business development. We have years of experience in the staffing industry and can offer a variety of services that will help you grow your client base, increase your margins, and maximize your profits.



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SALES GROWTH

Identify new market opportunities, develop effective sales strategies and tactics, and train sales teams to close more deals and generate more revenue



WORKFORCE PLANNING

Assessing your current workforce and projecting future needs to ensure you have the right number of employees with the right skills in the right roles.



MARGIN IMPROVEMENT

Develop ways to reduce costs and increase efficiencies. This can include identifying ways to streamline processes, negotiate better rates with suppliers and vendors, and implement cost-saving technologies.

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RECRUITERS BLUEPRINT

Being a great recruiter in any industry involves a combination of skills and attributes that allow you to effectively identify, attract and hire top talent for your organization. A great recruiter is a strategic thinker who understands the needs and goals of the company and is able to align those with the skills and experience of potential candidates. They possess excellent communication and interpersonal skills, as well as the ability to build and maintain strong relationships with both internal stakeholders and external candidates.

In addition to these soft skills, a great recruiter must also have a solid understanding of the industry in which they are recruiting. They should be able to identify key trends and changes in the marketplace, and stay up-to-date on the latest recruitment tools and technologies. They should also be able to effectively assess a candidate's qualifications and fit within the company, and use this information to make informed hiring decisions. Overall, being a great recruiter requires a combination of strategic thinking, relationship-building skills, and industry knowledge to successfully attract and hire top talent for your organization.

10 TIPS TO BE A GREAT RECRUITER

- 1) Build and maintain a strong professional network.
- 2) Understand the job requirements and company culture of the companies you work with.
- 3) Be organized and efficient in managing resumes, scheduling interviews, and keeping track of applicant status.
- 4) Communicate effectively and promptly with candidates, hiring managers, and other stakeholders.
- 5) Be knowledgeable about industry trends and developments to provide valuable insights to your clients and candidates.
- 6) Be flexible and open to working with candidates from diverse backgrounds and industries.
- 7) Be persistent in following up with candidates and hiring managers to ensure a smooth recruitment process.
- 8) Be honest and transparent with candidates about the status of their applications and provide constructive feedback.
- 9) Continuously improve your recruiting skills through professional development and training.
- 10) Act ethically and comply with all legal and regulatory requirements related to recruiting and hiring.

PROFESSIONAL NETWORK

Building and maintaining a strong professional network is essential for recruiters as it allows them to connect with potential candidates, hiring managers, and other industry professionals. Here are a few tips on how to build and maintain a strong professional network:

- Attend networking events and conferences related to your industry. This is a great way to meet new people and establish connections.
- Join professional organizations and groups, such as LinkedIn groups, that are relevant to your industry.
- Utilize social media platforms, such as LinkedIn, to connect with professionals in your industry and stay updated on industry trends and developments.
- Follow industry leaders and influencers on social media and engage with their content.
- Be proactive in reaching out to people in your network and ask for introductions to others in their network.
- Be generous with your time and expertise and offer to help others when you can.
- Be consistent in your communication and stay in touch with your network on a regular basis.
- Be open to mentoring and be a mentor for others, it will help to create a long-lasting relationship.
- Keep your profile updated and maintain a professional online presence to make it easy for people to find and connect with you.
- Always thank and appreciate the people in your network, it will show them that you value their relationship.

KNOW YOUR CLIENTS

As a recruiter, it's important to have a deep understanding of the job requirements and company culture of the companies you work with in order to effectively match candidates with the right positions. Here are some tips to help you better understand the job requirements and company culture of the companies you work with:

- Research the company's website and review their mission statement, values, and culture to gain insight into the company's goals and priorities.
- Speak with hiring managers and HR representatives to get a better understanding of the specific job requirements and the qualifications they are looking for in a candidate.
- Review job listings and job descriptions to understand the skills and qualifications required for the position.
- Talk to current employees or recent hires to get a sense of what it's like to work for the company and what the company culture is like.
- Visit the company's office or arrange a virtual tour if possible, it will give you a firsthand experience of the company's culture.



KNOW YOUR CLIENTS

- Attend company events, such as open houses or networking events to meet employees and learn more about the company culture.
- Follow the company's social media accounts and read their press releases to stay informed about recent developments and new initiatives.
- Review Glassdoor reviews and other online resources to gain insight into the company's reputation and employee satisfaction.
- Be attentive to the company's industry trends and understand how they impact the company and the role you are recruiting for.
- Take notes during your research and keep them in a dedicated file, it will help you to remember and refer to the information later on.



KEEPING ORGANIZED

Being organized and efficient in managing resumes, scheduling interviews, and keeping track of applicant status is critical for recruiters. Here are a few tips to help you stay organized and efficient in your recruiting efforts:

- Use a recruitment software or applicant tracking system (ATS) to manage resumes, schedule interviews, and track applicant status.
- Create a clear and consistent naming convention for resumes and candidate files to make them easy to find and organize.
- Set reminders for yourself to follow up with candidates and hiring managers, ensure that you don't miss any deadlines.
- Prioritize your tasks and focus on the most important tasks first to make the most of your time.
- Use templates for scheduling interviews and sending follow-up emails to streamline the process.
- Keep detailed notes on each candidate, including their qualifications, interview notes, and feedback from hiring managers.
- Use calendars to schedule interviews and keep track of deadlines and other important dates.
- Communicate effectively with your team members and share information about candidates, interviews, and status updates.
- Regularly review and update your recruitment process, look for areas that could be improved or streamlined.
- Take time to reflect on your performance and set goals for the next recruiting cycle.

COMMUNICATION

Effective and prompt communication is essential for recruiters to build and maintain positive relationships with candidates, hiring managers, and other stakeholders. Here are three ways to communicate effectively and promptly with candidates, hiring managers, and other stakeholders:

- **Be responsive:** Respond to emails, phone calls, and messages promptly, and keep candidates and hiring managers updated on the status of their applications.
- **Be clear and transparent:** Communicate clearly and transparently with candidates and hiring managers about the recruitment process, expectations, and timelines.
- **Use the right communication channels:** Choose the most appropriate communication channels for the situation. For example, email for scheduling interviews, phone calls for follow-ups, and text messages for quick updates.
- **Be proactive in reaching out to candidates and hiring managers,** don't wait for them to reach out to you.
- **Use a friendly and professional tone in your communication,** it will help to establish a positive relationship.

COMMUNICATION

- Communicate the feedback you received from hiring managers and be honest about the status of the candidate's application.
- Take time to listen to the concerns and questions of candidates and hiring managers, it will help to understand their perspective.
- Use video conferencing tools for virtual interviews and meetings, it will help to establish a personal connection.
- Be consistent in your communication and follow-up, it will help to build trust.
- Provide clear instructions and be available for follow-up questions, it will help to avoid confusion and misunderstandings.



BE KNOWLEDGEABLE

Being knowledgeable about industry trends and developments is important for recruiters as it allows them to provide valuable insights to their clients and candidates and stay competitive in the recruitment market. Here are a few ways to stay knowledgeable about industry trends and developments:

- Read industry-specific publications, such as trade journals, magazines, and blogs.
- Attend industry conferences, seminars, and networking events to stay up-to-date on the latest trends and developments.
- Join professional organizations and groups related to your industry, such as LinkedIn groups, to connect with other professionals and stay informed about industry developments.
- Follow industry leaders and influencers on social media, and engage with their content.
- Research the latest reports, studies, and surveys related to your industry.
- Stay updated on new technology, software, and tools that are relevant to your industry.
- Keep track of new laws, regulations and policies that may affect your industry.
- Talk to experts and industry veterans, they can provide valuable insights and perspectives.
- Take online courses or pursue professional development opportunities to gain new skills and knowledge.
- Use your professional network to ask for advice, share knowledge and stay updated on industry trends.

DIVERSITY

It is important for recruiters to be flexible and open to working with candidates from diverse backgrounds and industries because it allows them to access a wider pool of qualified and talented candidates. Here are a few reasons why it is important to be flexible and open to working with candidates from diverse backgrounds and industries:

- A diverse candidate pool increases the chances of finding the right match for a job opening.
- Working with candidates from diverse backgrounds and industries can lead to fresh perspectives and new ideas in the workplace.
- A diverse workforce can help to build an inclusive and respectful work environment, which can lead to increased employee satisfaction and retention.
- Diverse backgrounds and experiences of candidates can help to create a more representative workforce, which can help to increase the company's competitiveness.
- Being flexible and open to working with candidates from diverse backgrounds and industries helps to meet the legal and regulatory requirements of equal employment opportunity.
- Companies with a diverse workforce are more likely to attract customers and clients from diverse backgrounds.
- Being flexible and open to working with candidates from diverse backgrounds and industries can help to demonstrate a company's commitment to diversity and inclusion.
- Diverse candidates bring different skills and experiences, which can be an asset for the company.
- A diverse workforce can also help to foster innovation and creativity in the workplace.
- By being flexible and open to working with candidates from diverse backgrounds and industries, recruiters can help to build a more equitable and just society.

PERSISTENCE

Being persistent in following up with candidates and hiring managers is important for recruiters to ensure a smooth recruitment process, but it can be easy to come across as too pushy. Here are a few ways to be persistent in following up without being too pushy:

- Be respectful of the candidate's and hiring manager's time and be mindful of their schedule when reaching out.
- Use a polite and professional tone in your follow-up communication.
- Provide clear and specific information about the next steps in the recruitment process and the expected timeline.
- Give candidates and hiring managers the option to opt-out of communication if they wish.
- Use a variety of communication methods, such as email, phone, and text message, to reach out to candidates and hiring managers.



PERSISTENCE

- Provide regular updates on the status of the recruitment process to keep candidates and hiring managers informed.
- Be patient and allow enough time for candidates and hiring managers to respond to your follow-up.
- Be understanding and respectful of any delays or obstacles that may arise during the recruitment process.
- Don't take it personally if a candidate or hiring manager does not respond to your follow-up, it may not be a reflection of your skills as a recruiter.
- Be mindful of the company's and candidate's preferences, respect their communication style, and adapt to it.



TRANSPARENCY & FEEDBACK

Being honest and transparent with candidates about the status of their applications and providing constructive feedback is critical for recruiters for several reasons:

- Honesty and transparency help to build trust and establish a positive relationship with candidates.
- Providing regular updates on the status of their application helps to keep candidates informed and engaged in the recruitment process.
- Providing constructive feedback helps candidates to understand the reasons for their rejection and to improve their skills for future job opportunities.
- Honest and transparent communication can help to avoid confusion, frustration, and disappointment for candidates.
- Providing constructive feedback helps to maintain a positive candidate experience, which can lead to positive word of mouth and referrals.
- It's good for a company's reputation to be transparent and honest with candidates, it helps to build trust and loyalty.
- Being honest and transparent with candidates helps to create a fair and just recruitment process.
- Providing constructive feedback helps candidates to grow and develop, which can help them to find the right job in the future.
- Honest and transparent communication can help to avoid legal issues and compliance with regulations related to equal employment opportunity.
- Being honest and transparent with candidates helps to show that you value them, and it can help to build a long-lasting relationship.

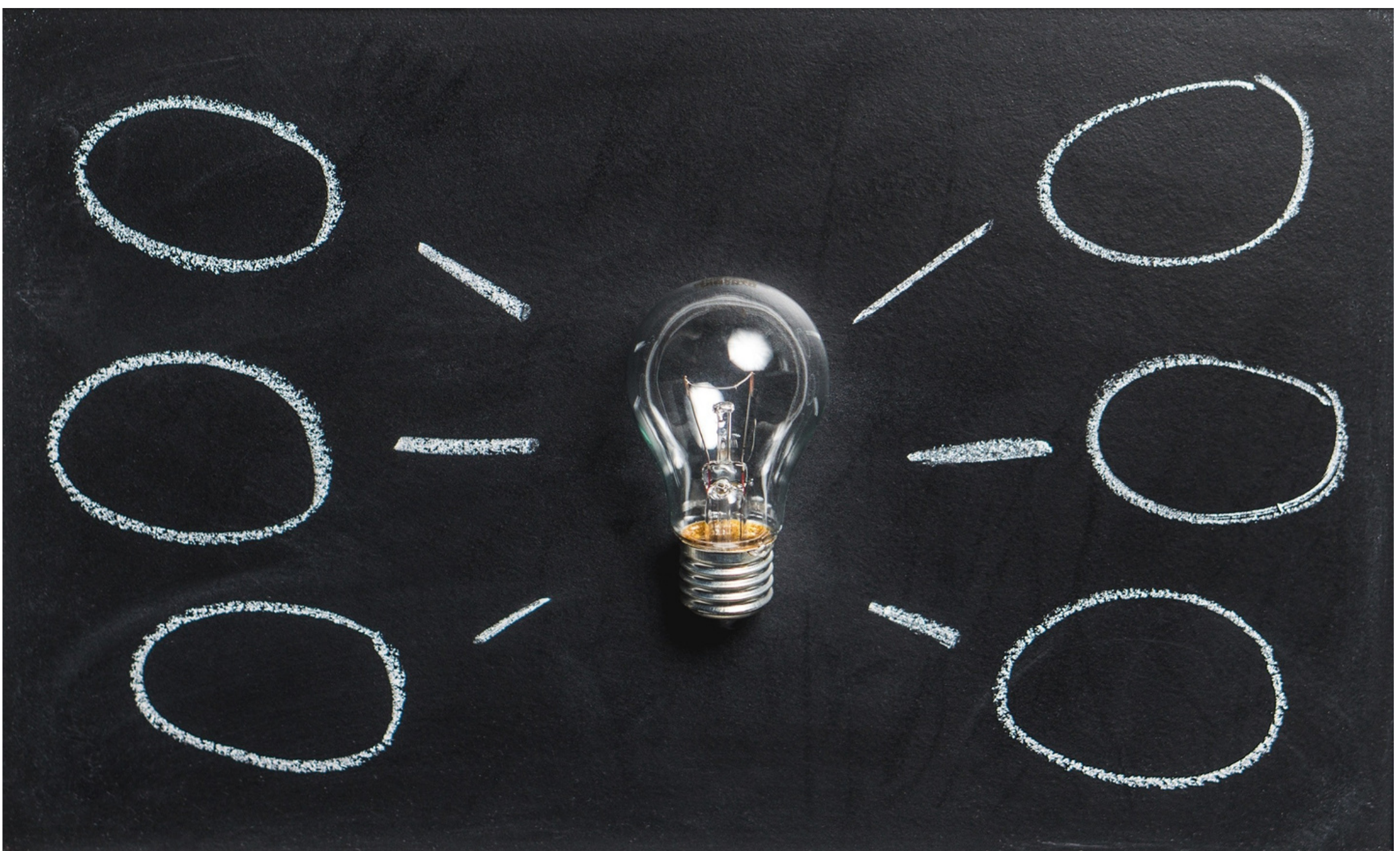
CONTINUOUS IMPROVEMENT

Continuously improving your recruiting skills through professional development and training is essential for recruiters to stay competitive and effective in their role. Here are a few ways to continuously improve your recruiting skills through professional development and training:

- Take online courses or webinars on recruiting, hiring, and talent management.
- Attend conferences, seminars, and workshops on recruiting and talent management.
- Join professional organizations and groups, such as the Society for Human Resource Management (SHRM) or the National Association of Recruiters (NAR), to access resources, networking opportunities, and training opportunities.
- Read industry-specific publications, such as trade journals, magazines, and blogs, to stay informed about the latest trends and best practices in recruiting.
- Seek mentorship from experienced recruiters and learn from their experiences.

CONTINUOUS IMPROVEMENT

- Network with other recruiters and share best practices, tips, and lessons learned.
- Learn about new technologies, tools, and software that are relevant to recruiting.
- Be open to learning from candidates, hiring managers, and other stakeholders, they can provide valuable insights and perspectives.
- Seek feedback from your colleagues and superiors to understand your strengths and areas for improvement.
- Set personal and professional development goals and create an action plan to achieve them.



ETHICS

Acting ethically and complying with all legal and regulatory requirements related to recruiting and hiring is essential for the betterment of the recruiting industry and for maintaining a positive reputation as a professional in the field. Here are a few reasons why it is important to act ethically and comply with all legal and regulatory requirements related to recruiting and hiring:

- Compliance with legal and regulatory requirements helps to prevent discrimination and ensure equal employment opportunity for all candidates.
- Ethical behavior helps to maintain a positive reputation for the recruiting industry and for individual recruiters.
- Compliance with legal and regulatory requirements helps to protect the company from legal liability.
- Ethical behavior helps to build trust and credibility with candidates, hiring managers, and other stakeholders.
- Compliance with legal and regulatory requirements helps to maintain a fair and just recruitment process.
- Acting ethically and complying with legal and regulatory requirements helps to foster a positive and inclusive work environment.
- Compliance with legal and regulatory requirements helps to prevent fraud and misrepresentation in the recruitment process.
- Ethical behavior helps to create a culture of integrity and accountability in the recruiting industry.
- Compliance with legal and regulatory requirements helps to protect the privacy and personal information of candidates.
- Acting ethically and complying with legal and regulatory requirements is a professional and responsible approach to recruiting and hiring that benefits everyone involved.

It is important to remind yourself that being a great recruiter is not just about filling job openings, it's about building relationships, understanding the company's needs and matching it with the right candidate. By following these tips, you will be able to develop a solid and effective recruitment process, which in turn will help you to attract the best candidates, increase your clients' satisfaction and help them to grow their business. This is a challenging and rewarding job, but the hard work and dedication you put into it will pay off in the end.

Being a great recruiter in any industry requires a combination of skills and attributes that allow you to effectively identify, attract and hire top talent for your organization. These include strategic thinking, excellent communication and interpersonal skills, and the ability to build and maintain strong relationships with both internal stakeholders and external candidates. Additionally, a great recruiter must possess a solid understanding of the industry in which they are recruiting, including key trends and changes in the marketplace, and stay up-to-date on the latest recruitment tools and technologies. Ultimately, the ability to effectively assess a candidate's qualifications and fit within the company, and use this information to make informed hiring decisions is crucial for success as a great recruiter.