So far this year sessions for several search firms an staffing agencies but also groups such as:

Booked for NAPS this fall, Maxwell Management, Matura Farrington, Ryzen, The Tolan Group, The Elite Recruiter Podcast Summit, Pridestaff, GA Rogers Associates, Sanford Rose again last fall, Zing and People Link Group, spoke for national personal associates, Top echelon last week live,Tempnet in mid March in Napa, other state chapters virtually, and one of my favorites was Titan Placement.

Booked for NAPS this fall

My theme: success in recruit is about wisdom, discipline, and resilience.  And one part impacts the other. How you recruit and how you sell impact how you prep and debrief and close and get referrals.  Everything links together.  I am creating The Recruiting ChainLink system.

The arc of how things changed.

First scripts and tactics.

Then technology.

And finally empathy.  This is a new age. Covid changed how people see the world and I can’t believe how different it is. Im so glad I’ve focused on making post-covid placements so I can share that with everyone as a trainer and coach.

There are three revelations that recruiters go through in their development that makes things easier. Three “aha” moments.

1. they finally figure out they can’t control people.
2. They stop counting money in their head before it closes.
3. They finally figure out that the placement is not about them.  Take selfishness out of the process and life gets easier

Ghosting

Even the Perspective of the phrase puts us at the center

What changed since covid? Curiosity. Takes pressure off

Assume someone already in relationship with you.  You’ve pitched the job and they disappear.  In the dating landscape when you figure out that a kiss does not imply commitment then you won’t be as heart broken. they will say “call me later” and if they don’t call you back, then no answer is your answer.

**Why would they do this “to you?”**

1. They don’t trust you. There is no commitment to you so why do you assume they owe you anything? Lose the entitlement to closure.
2. They don’t want to move or it’s not a priority. They thought you can take a hint. Why do you need closure? You are nothing more than a utilitarian tool UNLESS there is real relationship with implied commitment to each other
3. They don’t feel a need to convey the backstory to you.  Another recruiter. Another opportunity.
4. Bonus reason: they feel pressured by you.

**What can you do?**

* Two gifts and an ask:
  + Give them something. An article you wrote. A podcast interview you were on. A podcast you produced on career issues in healthcare.
  + Give them something else: the promise of future help even if it doesn’t benefit you. “Anytime you get a raise or a bonus and you don’t know how it compares to others, call me, even if you don’t want to leave your company, and I will tell you how it compares. Please consider me a resource.
  + And an ask: “And all I ask is that if you are ready to look at other options, or at least hear about them, call me first because I can help you as I am plugged into my niche and keep my ear to the ground.”
* Release them in the future:
  + As we go forward, if this opportunity isn’t for you, just tell me that. The only thing that matters to me is that you do what is in your best interests. All I ask is that you’re honest with me about that. Does that sound fair?

**What if this actually was an advantage?**

1. One thing we have been working on is disqualifying people.  Save time. Put your time with people who are wanting to move.
2. If someone does “ghost” you, then that is a win. Sometimes “No answer is your answer.”
3. Use the scarcity approach to bring closure. “I know you are busy so if I don’t hear from you by the end of the week, I’ll assume that the time doesn’t work for you or that you found another opportunity, and will let my client know that. No worries either way, but just get back to me before then, or let’s keep in touch if moving is ever a priority again. Either way I’m glad we could connect.”