



The future of hiring.



*Lou Adler's Performance-based Hiring<sup>sm</sup> Workshop*

## How to Leave Voice Mails that Get Returned



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Lou Adler's

## How to Leave Voicemails that Get Returned



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### How to Leave Voice Mails that Get Returned



the adler group  
advanced hiring concepts



The future of hiring.



**Performance-based Hiring<sup>sm</sup> Highlights**

The Power of Three

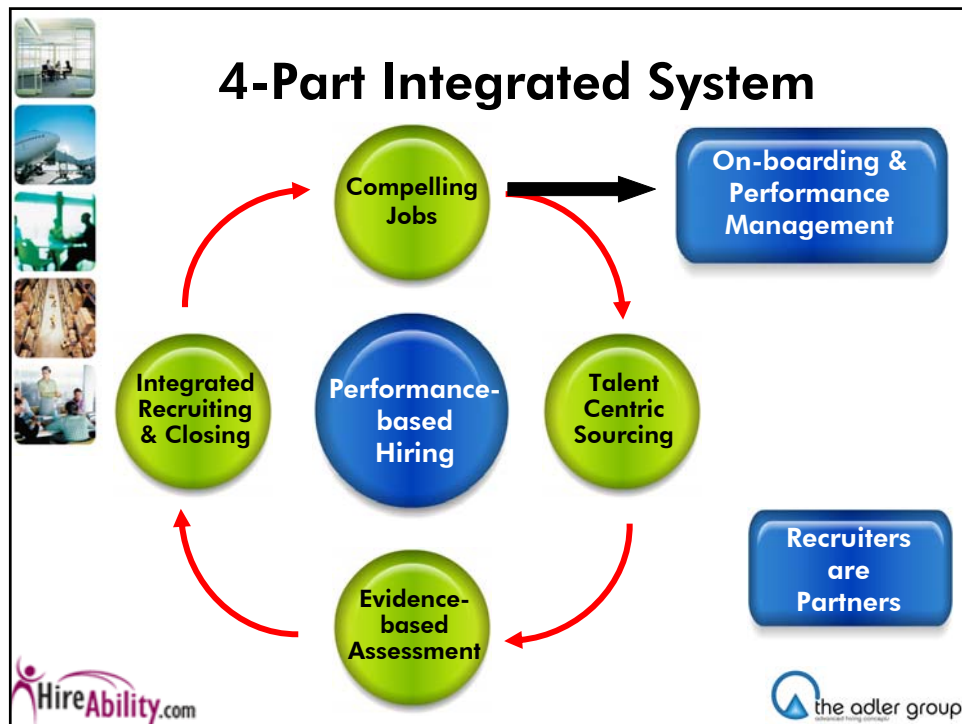
Based on Lou Adler's  
**Hire With Your Head**  
John Wiley & Sons, 2002



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## How to Leave Voicemails that Get Returned



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- The 10 Commandments of Recruiting Passive Candidates**
1. You must know the job and why it's exceptional.
  2. You must become a partner with your manager clients.
  3. You must limit the calls to "unworthy" candidates.
  4. You must know how to work a cold list.
  5. You must recruit the person directly before getting names.
  6. You must engage with the person for at least 10 minutes to establish your professionalism.
  7. You must not take no for answer.
  8. You must have rebuttals to every major concern.
  9. You must proactively network with worthy candidates only and get more worthy candidates.
  10. You must maintain applicant control.
- The diagram includes logos for HireAbility.com and the adler group.



## How to Leave Voicemails that Get Returned




### Basic Cold-calling

- Only call the best
- Short introduction
- Confidential nature
- Ask 99% question
- Engage 5-10 mins
- Get org charts
- Make decision
- Network

**Would you be open to explore a new career opportunity if it was clearly superior to what you're doing today?**



 




### Using Metrics to Manage

Passive Metrics	100% Cold	100% Referred
# Calls	100	100
% Return	35%	70%
% Yes	35%	70%
% Worth Calling	35%	70%
% Candidates	35%	35%
# Candidates	1-2	10
Total Time (15 min)	25 hours	25 hours
Time/candidate	10 hours	2.5 hours

**Key Point: Get 2-3 pre-qualified referrals per call and work the referred list.**

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### Working a Cold List

Cold Calling Cold List    Increase Yield

- 1:100 or 1:10 approach
- Call best 20 people
- Recruit then network
- Prequalify everyone
- Only network w/best
- 3-4 candidates in 2-3 days

- 1. Who you call
- 2. Leave great VMs
- 3. What you say
- 4. Be vague
- 5. Don't lose leverage
- 6. Get candidate to go 1st
- 7. Give short pitch
- 8. Get 2-3 names per call
- 9. Work the referred list





### Recruiting Passive Candidates

Key Points    Networking is Key

- Top People Focus
  - The job
  - The hiring manager
  - The team
  - The company
  - The comp
- Don't take "NO" for an answer

- Only call the best
- Engage 1<sup>st</sup>
- Establish professionalism
- Recruit 1<sup>st</sup> – Network 2<sup>nd</sup>
- No excuses!



## How to Leave Voicemails that Get Returned



### Voice Mail Tactics

Why People Respond	Why They Don't
1. Bad day	1. Unprofessional call
2. Flattery	2. Too many calls
3. Personal referral	3. Bad timing
4. Recruiter reputation	4. Time investment not worth it
5. Respected company	5. Job/company bad
6. Intriguing call	6. Just because
7. Professional call	

**Need at least 2 reasons to call, and no negatives**



### Voice Mail Techniques – establish credibility and create interest

**The Direct Recruit:** the key – recruit the person directly rather than be evasive. “I’d like to discuss a senior level position in marketing with you.” People are more likely to call back if there’s something in it for them personally. **I’m the Expert:** build up your reputation as someone worth knowing. “I’m not sure if you’ve heard my name but I’m recognized as a leading recruiter in the Java space. During a recent meeting at the \_\_\_\_\_ conference your name was mentioned twice to me as someone I need to connect with regarding a search for a senior level developer.” People are more likely to call back if they can network with someone who is well networked.

**The Name and Info Dropper:** mention someone or something important the candidate will recognize. “I was just talking to the CFO at \_\_\_ regarding an interesting take on the new Sarbanes-Oxley ruling. This came up as part of search I’m conducting for a senior level financial executive search position I’m leading for a Fortune 200 company.” Knowing people and issues gives you more credibility.


**Confidential Referral:** on ZoomInfo you’ll find former companies. Mention this in your voicemail. “I was just talking with a marketing director at (prior company) and your name was brought up in the conversation as someone I need to call regarding I search I’m leading for a senior level manager.” When the person calls back mention that you automatically treat the names of people who provide names to you as confidential, and you’ll do the same for this person.

**Direct Referral:** if you have permission just mention the person’s name. This will yield close to 90% callbacks if the referring person is credible. Since more than 50% of your calls will be like this you should be able to get your overall call back yield over 75%! “Karen Jones says hi, and insisted I call you on a search I’m conducting for a senior level person in ERP systems design.”

**The Creative Pesterer:** keep on calling and leaving messages at different times with fun messages. Eventually the person will either answer the phone or call you back just to get rid of you. “I don’t want to bother you too much but I know you’ll buy me dinner once you hear about a search I’m leading for a senior management position in engineering.”



**The Follow-up:** use this as part of an email or direct mail campaign. Using ZoomInfo’s Job Cast and other tools you can find emails for many people on your initial cold list. Send them a compelling summary of the job and mention that you will follow-up with them in a few days directly on the phone. If you have their regular mail address you might want to send a real letter.


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### Recruiting Passive Candidates

- Recruiting passive candidates takes time, effort and professionalism
- The job fit is key
- Voice mails: professional plus one!
- Calling referrals is more efficient vs. cold list
- Attend Recruiter Boot Camp Online to improve your yield and technique
- Success = build a network of referrals
- Good luck finding and hiring more great passive candidates





### Performance-based Hiring<sup>sm</sup>

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