

Five Things Recruiters Must-Do in 2019 to Succeed

Ann Wilkerson - ann@ere.net

Training Director

ERE | SourceCon | TLNT | Talent42



“
DO. OR DO NOT.
THERE IS NO TRY.

–Yoda



#1: Quality over Quantity



**QUALITY OVER QUANTITY: LET YOUR GUIDING
RULE BE NOT HOW MUCH, BUT HOW GOOD.**

Who has sent out this in/email this year?

Ty [REDACTED]
Engineering @ [REDACTED]
To: John [REDACTED]
Reply-To: Ty [REDACTED]

John April 24, 2018

Hi John,

I hope things are well for you. I assume that you're in a good spot but we have a number of Software Engineering positions at [REDACTED] and I see in the past. Besides the technical environment (Java, AWS, Node, Pyth React), [REDACTED] looks for a specific personality fit and thought perhaps you people who may have some interest. We currently have about 25 open Development space alone. Also, we are now an ITO provider at [REDACTED] (18+ months) engagements without any "Cooling Off" period. If you'd like hear more, please let me know.

All the best,

Ty [REDACTED]
Account Manager - Digital, Creative & Marketing

Christo
Opportu
To: Joh

Hi John,

I am rea
Oregon (these positions can be considered direct, temp to hire or contract)

[REDACTED] has moved some IT operations from Ohio to Portland and has opened a new IT hub that will have many new opportunities

[REDACTED] is looking to be very competitive with salaries/benefits and is truly offering a supportive/engaged work life balance

Please connect with me ASAP if you would have interest in pursuing/exploring

Thank you!

Christopher [REDACTED]
Regional Recruitment Manager at [REDACTED]



searching for top IT
creative space.
2 others

Ignore

Accept

reach out and see if you were on the market
aw content strategist roles at this time?
Content Strategist role open with a large
San Francisco CA, Awesome team culture that
hard play har See less



Which email would you rather receive?

"Hi, Sjamilla,

My name is Jane, and I am a Sourcing Recruiter at a *very big company*. Currently, we are recruiting for a *city nearby*.

Very big company and the 3rd global in the world. I work in this and that, in a great environment, and I am focused on development and transformation of format. It is more important than anything else.

Based on your profile, this is of interest to me. I would like to discuss further details.

I'm looking forward to hearing from you!

Jane Doe

Global Sourcer at a *very big company*."

Clichés

Hi Jane Doe,

It looks like you are very passionate about recruitment and sourcing. I loved reading your blog on SourceCon, and I noticed that you spoke at Conference X about topic X. Your opinion about X inspired me and aligned with how I feel about the industry. Thank you for sharing!

I know that you work at COMPANY, and I also know that it's probably going to be a challenge to grab your attention, but I couldn't help myself by sending you this message anyway. If you never try you never know, right? ;).

My name is Sjamilla, and I am very proud to work at company x. In the past few months team X has been working on Challenge Y. And they did an excellent job if I can say so myself ;). Currently, we are working on THIS CHALLENGE OR PROBLEM, and reading everything that you have been doing in period A-Z I can't help thinking about how great it would be to have you on our team to help us solve this issue.

As you might have noticed, we love what you have been doing and I would be excited about picking your brain on this. Are you available for a 15-minute call with me on Thursday at 3 PM? If that doesn't work for you, you can pick any time you want here: (link to schedule a quick call).

Whatever your answer is: I can't wait to hear back from you!

Cheers,

Sjamilla

**<https://www.sourcecon.com/why-im-not-replying-to-you/>*

Making it “uncomfortably personal”

Michael Orrantia

To: hello [REDACTED]

A poem of Haiku, by me for you -- Javascript, ReactJS

A poem of Haiku, by me for you:

Dear Dan [REDACTED]

Here I sit by the fire
Googling for devs.

Code in Javascript,
Specifically in React,
On site at [REDACTED]

If you'd be open
To learning about the role,
Would love to connect.

Open for coffee?
Or perhaps a cold craft beer?
I'm good for either.

Wish I could say more,
But I'm limited to the Haiku.
Let's chat in person.

Thank you so much Dan,
I look forward to meeting!
I mean, hopefully!

-Mike Orrantia



Dan [REDACTED]

17h

Today a recruiter emailed me in verse about a front end job because poet. Still a no, but great recruiter email or greatest recruiter email?



Hello [REDACTED]

December 14, 2016 at 4:50 PM

HE

Re: [REDACTED]

To: Michael Orrantia

Siri found new contact info in this email: Hello [REDACTED] ... [add to Contacts...](#)

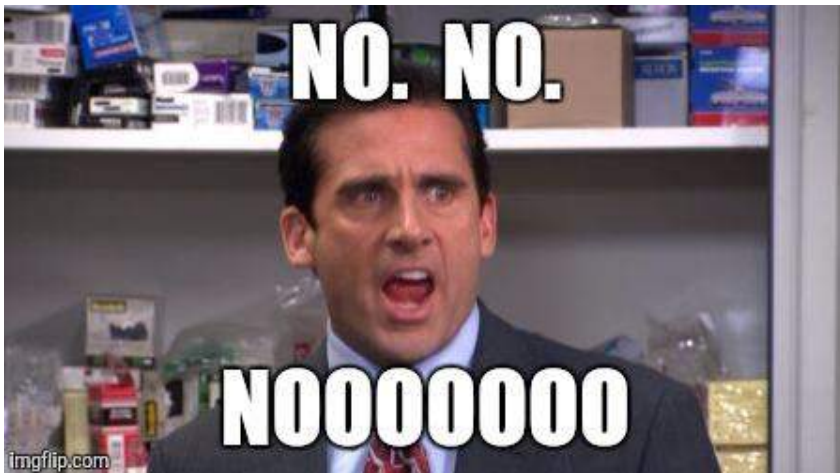
Very sorry I never got back to you! It totally slipped off my list, though I'm glad you saw the tweet, as that would have been the bulk of my response. That email definitely made me laugh and stood out from all other recruiter emails I've ever received. I shared it with a bunch of colleagues (my phone was passed around more than one meeting) and they all had the same response I did. The only thing I'd add that isn't clear from the tweet is that while I'm not available for or interested in anything new at the moment, that may change in the next 3-6 months, so please do keep me in mind in the future.

Personalizing Your Outreach

- Focus on first step: develop the relationship
- Research the candidate(s) – have a genuine interest
- Approach with the “WIIFM” in mind
- Your subject line matters
- Use (appropriate!) humor
- Make sure YOU are researchable



Not Quality Candidate Outreach



- Email entire list from same group
- Use “job” in subject line
- List the job description or link to it in message
- Overload with details
- Cliché language or buzzwords
- Make it about you and your company
- Attachments
- Ask for a referral in the first message

#2: Constant communication with candidates



Candidates deserve your follow-up



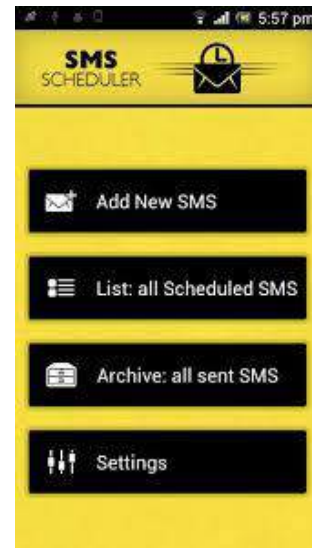
Mark Tortorici, Sourcing Trainer

Follow-up Fridays or
Feedback Fridays

Reach out to ALL candidates
in your pipeline

Pre-schedule emails or texts to candidates

- Post-interview, birthdays, quick updates, OOTO, etc.
- *Tangie Tip: Schedule to send at random time – 9:13am*



#3: Be Productive, Not Busy



Own Your Calendar



Stacy Zapar, Founder

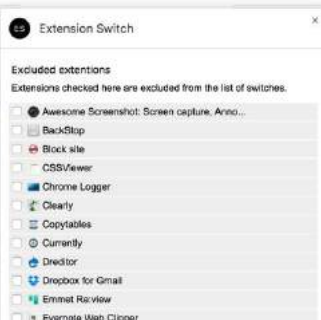
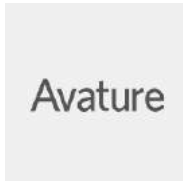


the talent agency

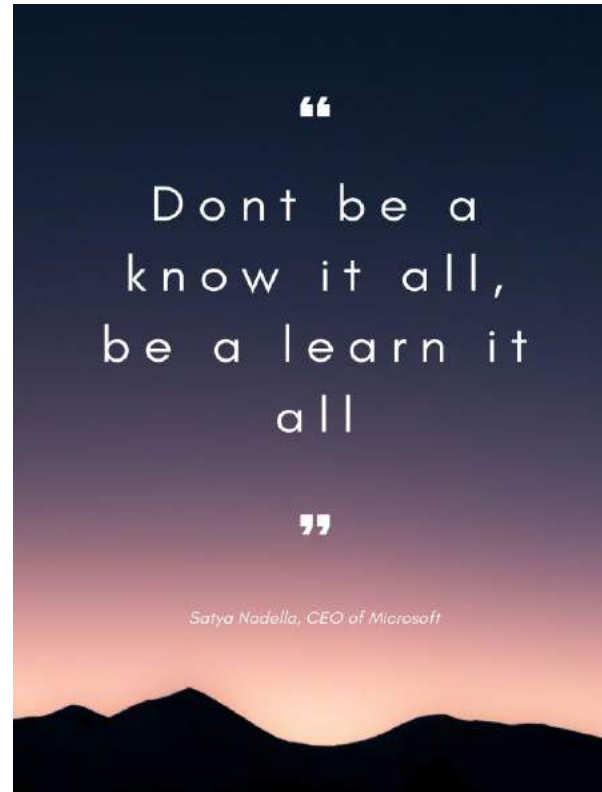
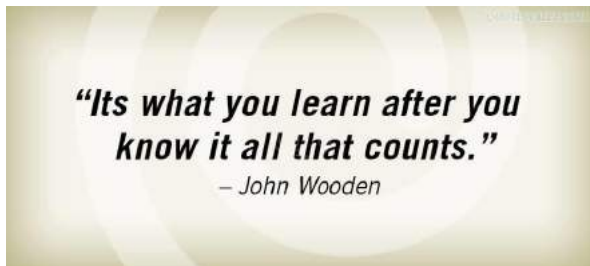
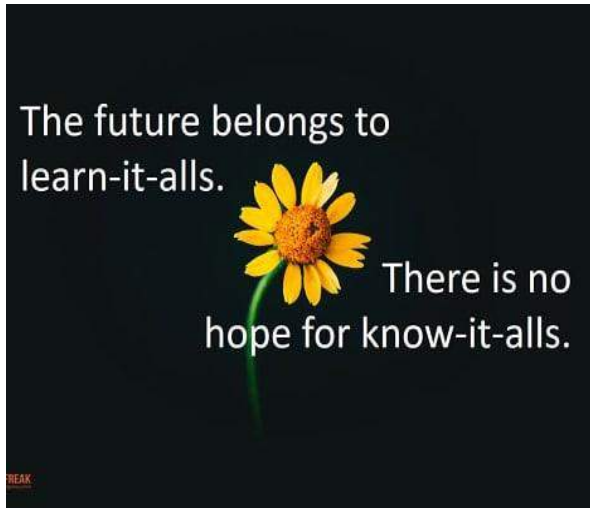


CALENDAR "CHUNKING"

Automate, so You can Add Human Value



#4: Have a Growth Mindset



FIXED MINDSET

- SOMETHING YOU'RE BORN WITH
- FIXED

- SOMETHING TO AVOID
- COULD REVEAL LACK OF SKILL
- TEND TO GIVE UP EASILY

- UNNECESSARY
- SOMETHING YOU DO WHEN YOU ARE NOT GOOD ENOUGH

- GET DEFENSIVE
- TAKE IT PERSONAL

- BLAME OTHERS
- GET DISCOURAGED

SKILLS

CHALLENGES

EFFORT

FEEDBACK

SETBACKS

GROWTH MINDSET

- COME FROM HARD WORK.
- CAN ALWAYS IMPROVE

- SHOULD BE EMBRACED
- AN OPPORTUNITY TO GROW.
- MORE PERSISTANT

- ESSENTIAL
- A PATH TO MASTERY

- USEFUL
- SOMETHING TO LEARN FROM
- IDENTIFY AREAS TO IMPROVE

- USE AS A WAKE-UP CALL TO WORK HARDER NEXT TIME.

Learning & Training Options for TA Pros

Free

- Blogs/Newsletters
- Local meet-ups
- Pod/Webcasts



Recruiting Brainfood



Minimal Investment

- Books
- Local groups



Bigger Investment

- Training courses
- Conferences



#5: Fall in Love with Your Job (Again)



Structured, step-by-step, video-based
training to advance your sourcing skills



www.sourcecon.com/academy

Discount Code "DFWTRN 2019" for \$100 off a training license