



## **Working With Executive Recruiters – Action Checklist**

**There are some key points to remember when working with recruiters:**

- **They represent roughly 30% of open positions at the C-suite level.**
- **They look at roughly 30-50 qualified candidates per search.**
- **They not only have to vet whether you're qualified, but that you check all or most of the boxes given by the client company who retained them to perform the search.**

The good news is that recruiters can introduce you to great opportunities you otherwise would not have known about. However, these opportunities will also be outlined by the above points, creating a search that is “fixed” in its prerequisites, and accompanied by built-in competition.

**There are several ways to connect with recruiters:**

- Send out a mass distribution
- Invite them on LinkedIn.
- Make sure you match up your skills and industry with their specialty for best results.
- Don't worry about geography. Recruiters are primarily industry specialists and will have clients everywhere.

- Send them a really good resume in PDF. They may ask for a word version or ask you to upload your resume into their database or fill out a form on their website (someone has to do it).
- It takes more time to call but your call will be worth it – ask the person answering the phone for someone directly or the recruiter who is in charge of your industry (the recruiter that specializes in general operations searches or construction or healthcare etc...).
- When you get them on the phone have what you want to say written out:

If you have sent your resume:

*“Hi this is \_\_\_ I sent you my resume or sent in my resume last week and wanted to follow up with a phone call to briefly introduce myself. And to find out if you have any open searches in the \_\_\_ industry that I might be a good potential candidate for.”*

If you have not sent your resume:

*“Hi this is\_\_ and I am a \_\_\_\_. I am calling to introduce myself – I am in a (highly confidential – say if you are!) career transition and I wanted to reach out to you personally because I understand that you specialize in my industry. May I send you my resume? I would welcome a conversation if you feel I am a good match for any of your open searches.”*

- Call first if you are in a confidential or passive search.

### **Understand What Motivates Recruiters To Pitch You Their Best Client Company Job Openings**

- Be the candidate that matches their industry and position hot spot.
- Have excellent marketing material and learn how to interview so they don't have to train you.
- Sound and act professional on the phone and in person.
- If you say something that sounds an alarm the client company will typically tell the recruiter and then the recruiter may or may not divulge this to you because it's a slippery slope.
- Rehearse your interviews, understand what the right and wrong things to say are. Speak to the recruiter professionally – don't confide even if pressed or you are buddies with the recruiter. They are not working for you they are working for the company.

What is a recruiter looking for you to say? What are they looking from you in a candidate?

These are statements I have gathered from top recruiters. They all have a similar theme:

- I'm looking for why you're looking.
- Why a job change now?
- I need to understand the drivers or triggers to your search. Have you hit a glass ceiling, are you looking for professional development and growth, changes in responsibilities? Or possibly looking to leave a bad work environment? I need to understand your pain points.
- Then I want to know what you're looking for.
- If we still have a match, then I push on to understand desired compensation levels, availability, and desired corporate culture / environment / team.
- The reason I'm calling you in the first place is I know you can do the work. The question is whether you'll be a good match with the people and circumstances already in place.
- Job seekers should try to respect the recruiter's time as much as possible with concise answers.
- What features of the job vacancy are the most attractive?
- Beyond meeting the qualifications, why should the candidate be considered a top pick candidate above the many other candidates who also meet the qualifications?
- Tell their story in a concise, well-formed manner. Your elevator pitch is finely crafted and relates to the role applied to.
- Being concise. We don't need long-winded answers. Be direct and to the point.
- Asking questions. This shows a genuine interest in the role and company, so ask meaningful follow-up questions.

### **How To Quickly Ascertain If You Are A Good Fit For Recruiters (Or Not)**

- In a recruiters world they charge 20 to 30% of the candidates first year compensation. Thus they must justify that fee with bringing their client companies candidates that fit the search criteria their 'boss' has given them.
- Often recruiters are hired because they save the company time and also the company may have a difficult search (a red flag for you?).

- Star quality status: no more than 3 jobs in 10 years, a solid academic record, successful in the industry the recruiter specializes in (so you match up).

### **Where To Find Recruiters**

- I will be providing you with a very long and detailed list of the top retained recruiting firms.
- You can also find recruiters through [therileyguide.com](http://therileyguide.com).
- By googling recruiters + your specialty or industry, by using google maps.
- Through using LinkedIn: Search terms or through advanced search or through groups. Advanced search: The “advanced search” tool at the top of the home page for members. In the Industry category, select “corporate services,” then choose “staffing and recruiting.” Enter a keyword, such as the recruiter specialty you’re seeking, and then hit “search.”

### **The Kind Of Resumes And Cover Letters Recruiters Like To See**

- Resumes that give them quick points on your career and skills at the cursory glance so in other words, a focused resume.
- Short cover letters that spell out clearly and simply what you are looking for (a VP of operations in consumer goods / a CMO for 110M+ software companies / a fortune 500 COO.)

### **How To Discuss Salary With Recruiters**

- Answer but answer in general terms.
- Give a range. North of six figures, 50k to 100k over the last five years, in the low six figures, between \$300 and \$500k over the last several years etc...
- Follow up immediate with a question – since we are on the subject, do you have a range in mind budgeted for this position? Or, since you brought it up – do you have any searches that are in that compensation range currently?

### **What Never To Say In A Conversation With Recruiters**

- Give exact money figures.
- Ask if they can find you a job.
- Tell them you can do anything.

- Give them a list of demands – as if they work for or represent you (they don't).
- Say, "I am flexible – open to many/any options".

### **How To Establish Beneficial Long Term Relationships With Recruiters**

- Give them good leads.
- Help your friends in your industry connect the dots.
- Give them an updated resume, take their calls.
- Tell them you are open to helping them.

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