WISERU
CAREER SYSTEM

Module 6 Deep Dive Guide:

Enlisting Recruiters *in* Your Job Search

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Why work with recruiters?

Finding the right recruiters is easier than you might think and won't cost you a penny. That's because they typically earn their fee from the hiring company.

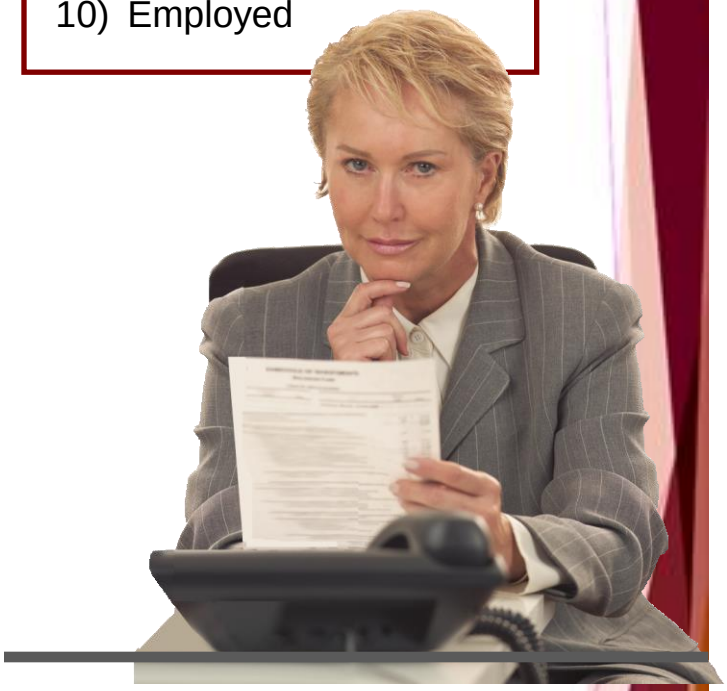
Before you contact recruiters, it's first important to note that there are two types of recruiters who serve different functions. The first type is called talent acquisition or in-house recruiters. They work ***for*** the employer. Their job is often to be the gatekeeper to keep applicants away so that they can sort through candidates to find the best prospects. They are often hard to reach.

The second kind of recruiter is external from the employer. They are called 3rd-party recruiters, executive search agents or headhunters.

Companies may contract with more than one 3rd party recruiter for the same position, but only the recruiter who gets their candidate hired gets paid. For this reason, 3rd party recruiters' may be a good resource for you because they work with many employers and can promote you widely to the right people. And most importantly, they get paid when they get people hired so they may be very motivated to help you if you are particularly good at what you do. **In this module, we will focus on enlisting 3rd party recruiters.**

10 Qualities Recruiters Seek:

1) Ability
2) Commitment
3) Likeability
4) Fit
5) Honesty
6) Networking Ability
7) Preparedness
8) Staying Power
9) Problem Solving
10) Employed



*97% of recruiters say they use LinkedIn to find or check out job candidates. If you aren't maximizing your use of LinkedIn, you're missing a **huge** opportunity for recruiters to find you!*

Let's break down the 10 qualities that recruiters seek to make sure you address each of them well.

The 10 qualities recruiter seek

1) Ability

Recruiters want to know that you can do the job! To convince them, convey that:

- You are qualified in your application, resume, and messaging to them
- Emphasize technical skills and share measurable accomplishments, such as dollars raised or saved or percentage sold because of your efforts.

2) Commitment

Being qualified is just the first step toward getting a job! Recruiters also want to know that you are committed to them, the hiring company and to the recruiting process, so emphasize commitment by:

- Keeping in touch with them
- Asking them if they are recruiting for certain jobs before you apply directly
- Sticking with jobs that recruiters hire you for … bailing out of jobs could cost them their commission!

3) Likeability

People don't want to hire jerks! To prove that you are likable and confident:

- Be friendly, professional and positive.
- Be respectful to everyone when interviewing and respond promptly to requests for information.
- Convey that you have a spark … a willingness to succeed. Recruiters look for candidates with a confident energy that will give employers confidence in their abilities.

4) Cultural Fit

Recruiters want to know that you will fit in with the hiring company and department. To prove you'll fit in:

- Ask about the company culture and then give answers to convince them of your adaptability to that culture.
- Share examples of when you have fit into challenging work environments before.

5) Honesty

Honesty is considered essential by recruiters. They stake their reputation and their commission on you being the qualified and reputable candidate that you say you are. To prove it:

- Reveal if you are working with other recruiters. It's OK to use multiple recruiters, but take steps to make sure they don't both represent you to the same companies for the same positions.
- Alert recruiters if you have talked with the employer directly for a position. If you have, they cannot help you because the employer will not pay them to help you.
- List only skills for which you are at least 80% proficient.
- Be ready for questions from recruiters AND their experts hired to assess your abilities and integrity.

6) Networking Ability

Recruiters are impressed when you know the right people in the right companies and industry organizations. To prove you possess strong networking abilities:

- Mention influential people who you know in the industry in messaging and interviews
- Participate in industry organizations, associations and events and be connected with the right people on LinkedIn.

7) Preparedness

To prove that you are a consistently prepared person, take active steps to:

- Study the job description, company and industry and convey your knowledge to them.
- Show them that you have the required experience and education and that you can produce immediately on the job.
- Arrive on time to interviews.
- Be well dressed, calm and collected. Radiate preparedness.

8) Sticking Power

Recruiters want to know you will stick with the company for which they recruit you. To prove it:

- Share examples of how you have stuck with things and have stayed long term at companies and colleges.
- Explain career gaps and short tenures in such a way that they see that it was either not your fault (such as you were part of 25% staff reduction), or that your career changes were for a purpose.
- Show in your resume and LinkedIn presence that you've progressed in your career, rather than looking like you are a job hopper with no clear career path.

9) Problem Solving

Be a problem solver beyond your job title or pay grade. In other words, don't just do the job duties, conceive and implement solutions to ongoing problems that could make or save the company money. To prove you are problem solver:

- Be prepared to relay past successes when you were a problem solver.
- Articulate how you will benefit the company beyond the job description.
- Explain how you will help solve problems at the client company without sounding bossy or know-it-all.

10) Employed

In a recruiter's perfect world, he or she typically would love to find a job candidate who is currently employed in the exact same job title sought and in the same industry and town. Since it may be impossible for you to prove that you are already employed in the job they want, it's important for you to personify the other nine qualities as much as possible. To impress recruiters in this category:

- If you are employed, but just not in the right field / location / industry, emphasize skills, keywords and duties that relate to your target position in your resume and LinkedIn profile and play them up in your interviews.
- If you have the right degree, or have at least taken some of the right courses, include a section of relevant courses.
- Have former bosses and coworkers vouch for your relevant abilities through LinkedIn written recommendations and skills endorsements, reference letters and through phone calls to the recruiter.

Recruiting Agencies

There are thousands of recruiting agencies. Here are just a few of the largest. Do your homework to determine the right agencies for your industry, field or location.

AccountTemps
http://www.roberthalf.com/accountemps/job-search
Accounting and finance (temporary staffing)

Aquent
http://aquent.com/find-work/
IT, technical, engineering, marketing, and sales

Belcan
https://belcancorporation.com/
Engineering project management and technical staffing

Creative Circle
http://creativecircle.com/Careers
Creative, marketing and advertising positions

Creative Group (The)
https://www.roberthalf.com/creativegroup
Creative, marketing and advertising positions

CSI Companies (The)
http://thecsicompanies.com/candidates/
Professional, tech, healthcare, or various

Execu-Search
http://www.execu-search.com/
Accounting, hedge funds, and financial positions

Express Employment Professionals
https://www.expresspros.com/
Various positions

Global Recruiters Network
http://www.grncorp.com/
Various, IT and technical

Kelly Mitchell
http://kellymitchell.com
IT and technical positions

Kelly Services
http://www.kellyservices.com/Global/Home/
Various positions

Kforce
https://www.kforce.com/
Technology, finance and accounting positions

Lucas Group (The)
http://www.lucasgroup.com/
Executive, various positions

Modis
http://www.modis.com/
IT and technical positions

OfficeTeam
https://www.roberthalf.com/officeteam/job-search
Various admin positions

PrideStaff
http://pridestaff.com/search-job-database
Various positions

Randstad
https://www.randstadusa.com/jobs/search/
Various positions

Robert Half
http://www.roberthalf.com/
Business, accounting, creative, various positions

Rose International
http://www.roseit.com/hotjobs/
IT, tech, various positions

SNI Companies
http://www.snicompanies.com
Administrative, financial, technology and legal

Stivers Staffing Services
http://jobs.stivers.com/
Various positions

TEKsystems
http://www.teksystems.com/
IT and technical positions

Yoh
http://www.yoh.com/get-hired
IT, tech, engineering, science, various positions

Top recruiting agencies
https://www.bestofstaffing.com/best-staffing-agencies/2015/best-client-service-winners/

How recruiters operate

Recruiters often specialize in certain areas such as IT. Do your research to figure out which recruiters are right for you.

- Many recruiters fill IT positions
- Some fill administrative or blue collar jobs
- Some fill executive positions
- Some fill a variety of openings
- Some hire locally/many hire nationally

So when should you consider enlisting one?

The best times to consider a recruiter are when you are in a stalled job search, are in a particularly hard-to-fill field, such as Java development, or if you are in a high-earning field. Another reason to enlist a recruiter or staffing firm is to pursue positions beyond the standard full-time job. This may be a good approach for you to try because temp-to-hire, temporary, and contract hire positions give you many more career options. It's important to understand the difference between these types of positions:

4 types of positions to pursue

- **Temp-to-hire** -- Recruiters often hire for temp-to-hire positions so companies can check people out before hiring them full time. Such positions pay a higher hourly rate and have few benefits.
- **Contract** positions are for a specific period of time, like 6 months or a year. Like temp-to-hire positions, such jobs usually pay a higher hourly rate, but offer few benefits.
- **Temporary** positions can be any length of time … even a day or two. They typically pay moderately and include few or no benefits. Temporary positions can be nice fill-in opportunities when you are between jobs, or a way to get needed experience in the work world or a particular industry or company.

- And finally, there are **direct hire** positions – permanent-hire, full time positions that often include benefits.

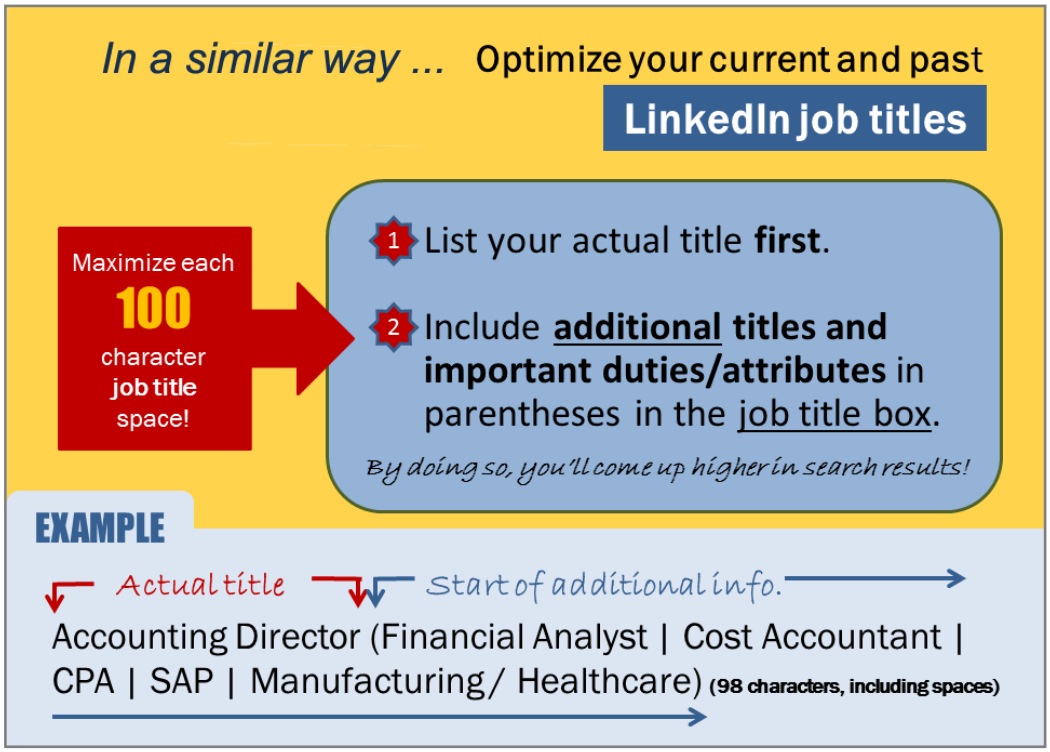
Because recruiters earn their fee from the hiring company, their focus is NOT on your needs, but on satisfying their client. Since they are expensive to the hiring company, they typically only place hard-to-fill or executive positions, which could mean they are not interested in recent grads. But despite all that, they can be valuable to you because if you are good at what you do, they often can help. For that reason, most 3rd party recruiters are open to connect with job seekers on LinkedIn if you customize your message to share why you want to connect and why you are a top candidate for their openings.

Attract recruiters by raising your visibility. You can do so by:

- Being professionally active on social media (particularly LinkedIn).
- Pursuing speaking opportunities to become established as a thought leader for your field or industry.
- Establishing and writing a blog or writing articles for your industry or field.
- Taking on major projects or serving as an expert on committees or nonprofit boards (particularly boards populated with influential people).

Since 97% of recruiters use LinkedIn, having a strong LinkedIn profile is essential. Review the guidance in Module 5 about LinkedIn if your profile is weak. As we've discussed earlier, include the job titles you want in your LinkedIn headline is important. Example:

Also include the job titles you want in your LinkedIn experience section, like this:



Being found by recruiters on LinkedIn

The more you mention relevant job titles in your profile, the higher you will show up in LinkedIn search results for the jobs that you want. Also make sure your resume and LinkedIn profile contain the same factual information. For example, don't say you increased sales by 20% on your resume and 200% on your LinkedIn profile.

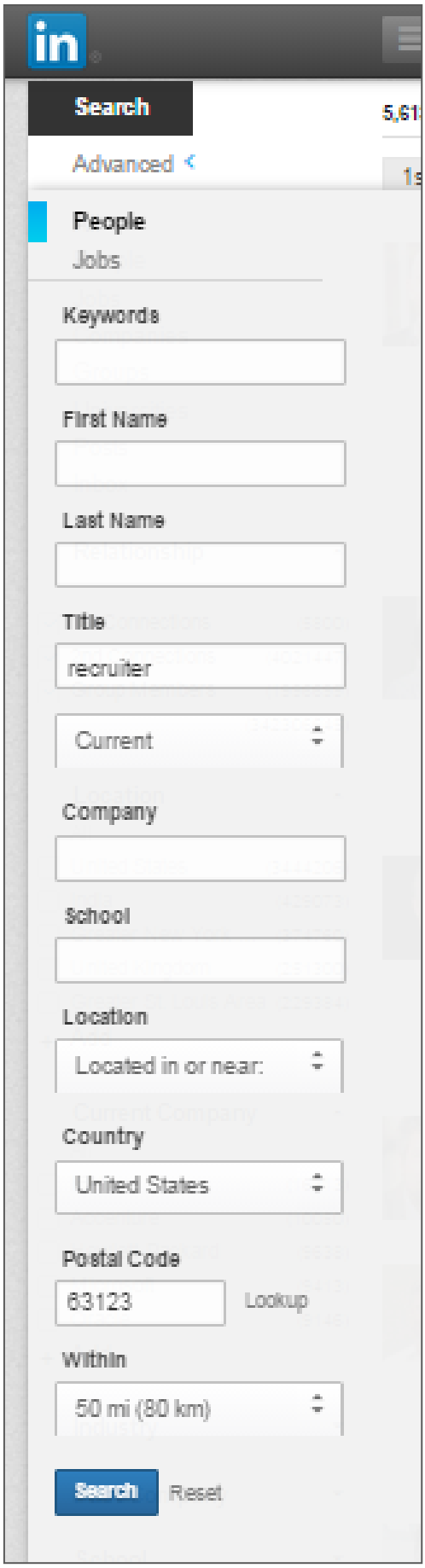
Make it a habit to check to see who has viewed your profile. Recruiters often will visit your profile after you have applied for a job. You can find your visitor information on the right side of your LinkedIn home page. Consider inviting those who visit to connect.

Third-party recruiters are often LinkedIn Open Profilers, which means they are open to receive InMail messages even if you are not connected to them. To send such a message, click the Advanced Link next to the LinkedIn search box (in the top black bar on any page). When the Advanced People box pops up:

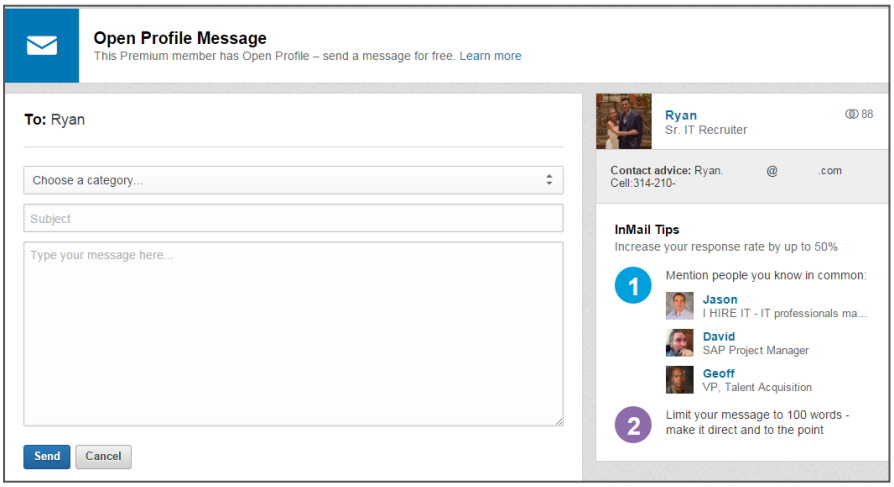
- Add your target industry to the keyword box
- Add the word "Recruiter" to the Title box
- Select "Current" rather than "Current or Past" under the Title box
- Click the Postal Code box and add your zip code to search locally. Leave off your zip code to search nationally.
- Look for recruiters with the gold "In" symbol after their name.

This gold "In" symbol means the person is a LinkedIn premium account holder who may be an Open Profiler. You won't know for sure if they are an Open Profiler until you click "Send NAME InMail". If the next page says you must upgrade to message them, click cancel and look for other recruiters.

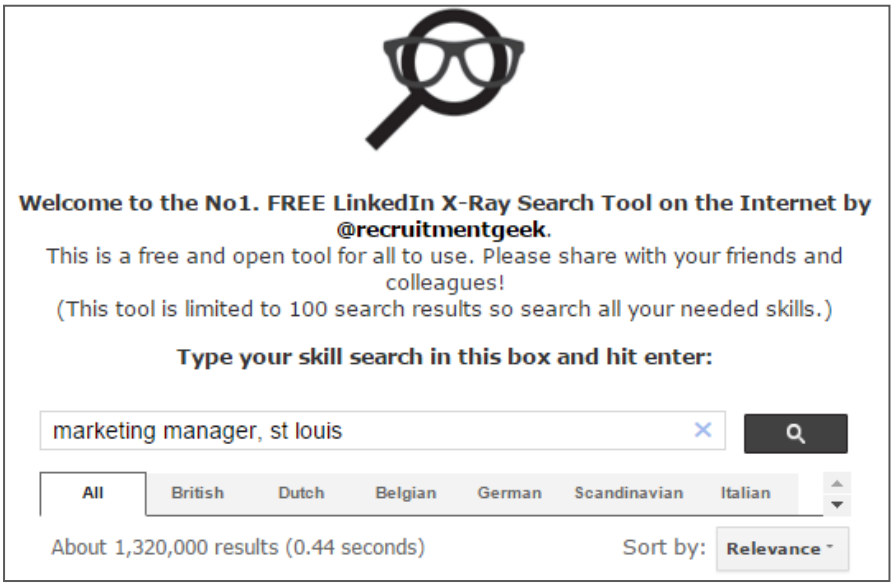
When you reach an Open Profiler …



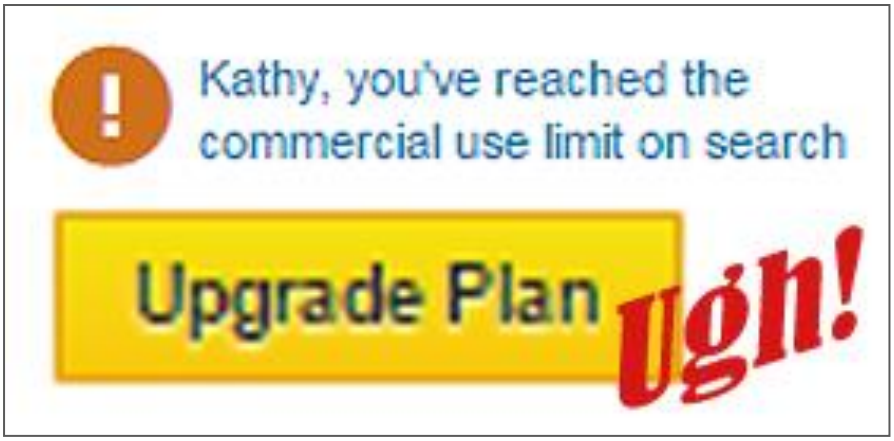
A box will pop up that you can complete to let him or her know what job titles you seek and why you are qualified. Show that you've read his or her profile and limit your message to 100 words. If you want to reach a particular recruiter who is ***not*** an open profiler, either invite him/her to connect on LinkedIn, upgrade to LinkedIn Job Seeker premium to send a limited number of InMails or find the person's email address or phone number on Google and contact them one of those ways.



Using RecruitmentGeek.com
Another way recruiters find you is the free Recruitment Geek.com site, which you can also use. It lets you see LinkedIn profiles of people who are not in your LinkedIn network. Click Free Recruitment Tools and then LinkedIn X-ray Search.



The site comes in particularly handy because LinkedIn limits the number of searches that you can conduct to 60 per month. Recruitment Geek says that it limits you to 100, but it's actually limited to a thousand per month so you can go crazy searching on the site.

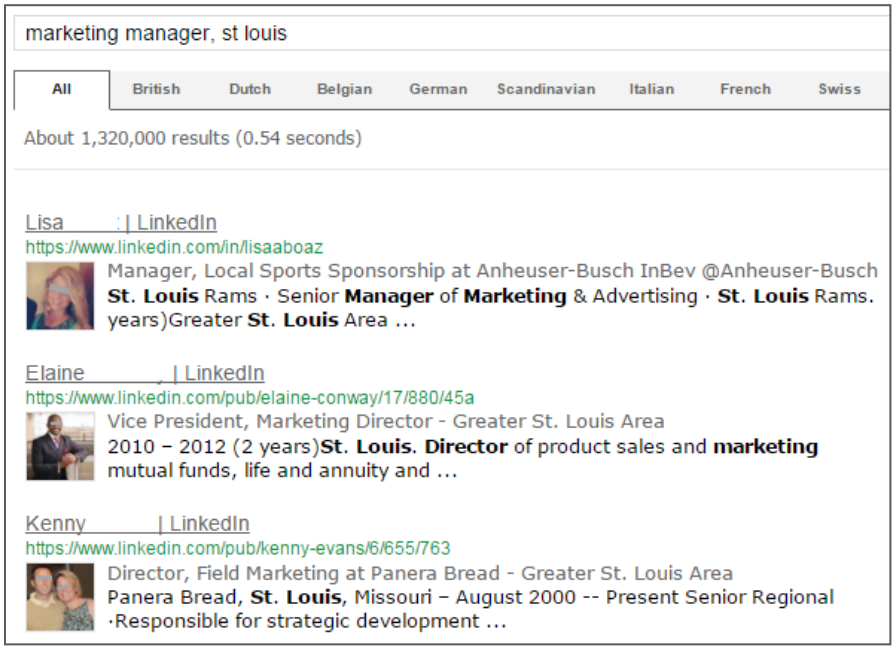


LinkedIn limits your searches to 60 per month, renewable the 1st of each month. Once you've reach the limit, the system will only provide you with very limited search results. When this happens, simply search for the needed information using the LinkedIn X-ray Search under "Free Recruitment Tools" on RecruitmentGeek.com.

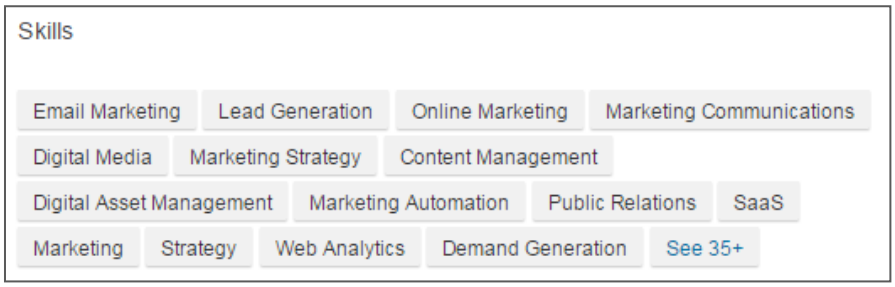
Recruitment Geek is also useful for studying what your competitors are doing on their profiles.

- Put the title you want into the search box
- See if you are showing up in the results
- If not, learn what the people who are showing up are doing right and incorporate their best practices into your profile
- Add your city name to search for your competitors locally.
- Pay particular attention to the keywords and phrases competitors include in their summary section and the skills they list in their skills section.
- Adding these words and phrases into the same sections in your profile can help you show up higher in search results for the jobs you want.
- Study the job titles and job duties they use in their Experience section and (if you honestly can), include the same titles in your experience section.

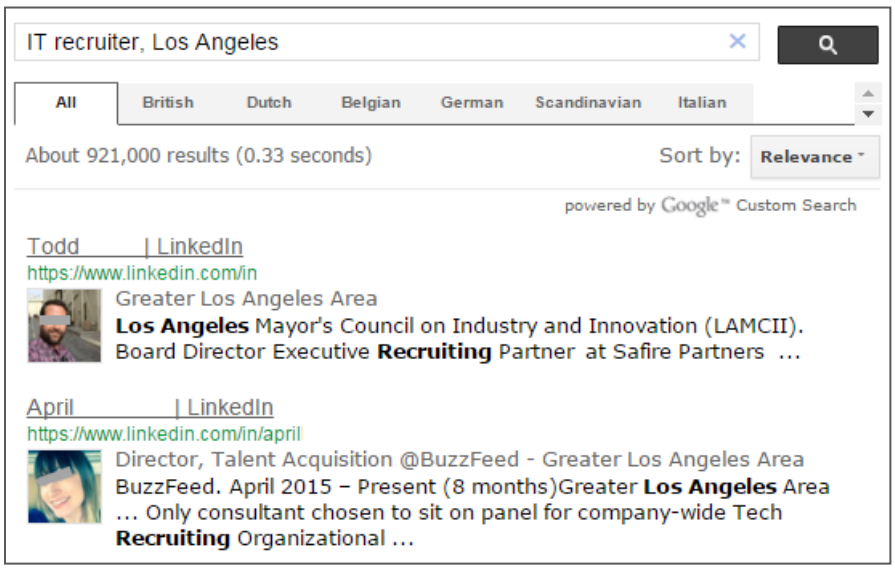
You can also use Recruitment Geek to find top recruiters in your industry and city, such as IT recruiters in Los Angeles.



See if your profile shows up high on RecruitmentGeek.com for the job titles you want. If not, improve your profile!



Add the right skills to your profile and get skills endorsements!



Search for recruiters in your city by adding a comma and then your city name after the job title. Studying what your competitors are saying on their profile can really help you craft your profile!

Questions to ask recruiters

Questions to ask when selecting a recruiter

- What experience do you have recruiting in the [NAME] industry or field?
- How long has your company been in business?
- What is your recruiting specialty?
- How long have you been a recruiter?
- How long have you specialized in the [NAME] industry / field?
- What companies do you recruit for?
- What types of positions do you fill?
- What levels of positions do you fill? (Entry level, executive, mid-level, etc.)
- How many people with my background / experience have you helped in the last year?
- How many openings do you have in my industry / field?
- Does your client company pay your fee?
- Where are your open positions located?

Questions to ask a recruiter when they contact you:

- What qualifications is the employer looking for in a top candidate?
- How did you learn about me? (Seek a specific name and then consider checking with that person to see if he/she did provide your name and why.)
- Are other recruiters also sourcing the position?
- Tell me about your history with the employer.
- How many positions have you filled for the employer?
- How long have you been recruiting?
- How long has the position been open? (If it's been open a long time, ask: Why has it been open so long?)
- Why is the position open?
- What will be the recruitment process?
- What can you tell me about the company that's not publicly known?
- Where will the job be based?
- Tell me about the salary and compensation package.

Questions to ask before a job interview that the recruiter has arranged:

- Have you changed anything on my resume that was presented to the employer? (If it has changed, ask for a copy of the latest version).
- How did you represent me to the employer as far as my qualifications?
- Have you had other candidates interview with this company / interviewer? If so, what types of people have they hired and why have they rejected candidates?
- From your perspective, what are they looking for in a top candidate?
- Other than the information publicly available, what can you tell me about the employer?
- What can you tell me about the interviewer other than what's publicly available?
- What is the most important thing to this particular interviewer?
- How will the interviewing process proceed with this particular position?
- What type of interview will this be? (Panel, phone, behavioral, etc.)

Prefer to wait to send your resume? Suggest they review your LinkedIn profile.

Be cautious if a recruiter asks you to prepare a presentation or complete a project. Make sure that they are not trying to get free work out of you.

Meeting with recruiters

Once you've figured out which recruiters you should pursue, arrange to meet them in person (if possible) or by Skype. Doing so helps recruiters get to know you so they can best present you to employers. It also helps gives them ideas about job opportunities that might be right for you.

When you do meet with recruiters, treat the meetings like a real interview. Be totally prepared and dressed professionally and expect the recruiter to critique you about your viability for their open jobs. If you learn from them that you have weaknesses, solve the problems, then let them know the weaknesses have been fixed.

Realize that the recruiting company may want to put your resume into their preferred format. Also be ready for them to ask you questions to address any job gaps or short tenures that you have had at your earlier jobs.

Give real answers to recruiters' questions, not, "Oh, I messed that up. I'll do better in the real interview." The recruiter's reputation and commission depends on you, so instill confidence!

Be prepared for questions!

Be ready to answer recruiters' questions about why you are in the job market, such as:

- What type of jobs do you seek? (What job titles and do you want to work full time, contract, etc.)
- What skills do you possess that make you particularly marketable?
- Tell me about your accomplishments (that relate to the job).
- What are your preferred companies and industries?
- How much do you want to earn?

Think through your answers *before* meeting with recruiters.

Recruiters are exceptionally busy people and often only focus on the immediate jobs they're filling and not on your needs. Use the meeting that you've scheduled with them to gauge their interest in you and to determine whether they are a good fit. If not, move on to another recruiter.

Ask questions like, "Do you have experience and connections in blank field" and "What is your recruiting process?" Be concerned if they suggest positions that are clearly not right for you and if they suggest offers that are too good to be true. Also be cautious about requests for money. While some recruiters are paid by job seekers, most are not.

As we've discussed in earlier modules, most recruiters prefer a chronological resume where you list your duties and accomplishments by position...

Chronological lists duties/accomplishment by position.

PROFESSIONAL EXPERIENCE

Crossroads College Preparatory School – St. Louis, Missouri 2008-Present

Manager of Communications and Special Events

- Responsible for annual Gala fundraiser generating $100,000 in scholarship funds: Oversees committees and manages volunteers; Manages corporate and foundation solicitations; Sets up all internal systems for event
- Responsible for annual Alumni Reunion Weekend and all Alumni activities
- Collaborates with the Directors of Admissions and Development to promote the culture and mission of the school through events, marketing materials, branding, internal and external communications
- Routinely writes and submits press releases and meets advertising deadlines
- Manages and updates website content
- Builds relationships with Alumni, board members, and prospective student families.
- Leads and manages volunteers for school events
- Manages school social media, including the Facebook Fan Page
- Organizes, orders, and maintains all school apparel needs
- Leads All School Community Service Day
- Serves as a representative at off-campus conferences and admissions events

Rather than clumped together into categories, like all of your sales experience under one section. So make sure your resume is chronological.

Capability resumes group duties together

PROFESSIONAL ACCOMPLISHMENTS

SALES

- Innovative seller for local radio stations, billing more than $800,000 annually for CBS Radio. Strong relationships with key clients has resulted in 60-65% of total revenue with companies such as: Larus Corporation (Gardenview Care Centers), Callier & Thompson Kitchens & Baths, Schrader Funeral Home, Carol House Furniture, Scotsman Coin, Washington University, KTVI and Delmar Gardens.
- Utilizing media research and market statistics, identified and developed new client relationships resulting in 40% growth in client base and sales revenue of $250,000 for KMOV-TV and KMOV.com.
- Through consultative sales process, devised strategic print media plan to achieve increased financial success from fundraising event campaigns. By stewarding these charitable PR efforts for organizations such as Life Skills, Independent Schools of St. Louis and Nurses for Newborns, event proceeds grew 32% overall and more than $350,000 was contributed to Ladue News in annual revenue.

MANAGEMENT

- Programming contract negotiator for 3rd largest cable company, secured 3-5 year affiliation agreements with National networks (i.e. HGTV, CNN, Turner Classic Movies, Fox Sports, ABC Family) through a strategic, purposeful step-by-step process that resulted in execution of multi-million dollar license fee agreements per year.

... And work history in a simple list

EMPLOYMENT HISTORY

CBS Radio – St. Louis, MO	KEZK, KYKY St. Account Manager	2007-Present
Clear Channel Radio – St. Louis, MO	KSD, KLOU Account Executive	2006-2007
KMOV-TV – St. Louis, MO	New Business Development A.E.	2005-2006
Ladue News – St. Louis, MO	Account Representative	2004

Maximize interactions with recruiters

Post your resume on sites like Indeed and Monster to ignite recruiter interest, but consider pulling your resume off the sites when working with recruiters so you appear harder to get. Note that posting resumes online may attract the wrong attention, such as from people who want you to do insurance sales even though that is clearly not your interest. Also connect with recruiters who specialize in your field and industry on LinkedIn. Customize the message to let them know why you want to connect. And keep in touch by calling or emailing your recruiters monthly to let them know you are still available, or if your circumstances or skills have changed.

Also let them know if you're particularly interested in certain jobs. If they are filling the position, they can push to have you considered. If they aren't contracted to fill the position, they may try to secure the listing so they can help you get the job. Additionally, try networking your way into contention … having an influential person recommend you to a recruiter is invaluable!

Promptly provide recruiters with information they request. They can't wait days for your resume! Also supply them with a list of companies you've contacted directly because recruiters can't help you on jobs that you applied for without them. As I said before, contact your recruiter ***before*** applying directly for a position to make sure they aren't recruiting for that position.

Support your recruiters' efforts!

- Send them business or job leads
- Recommend them to others.
- Write a LinkedIn recommendation.
- Endorse their skills.
- Share their job postings on social media to further their reach.

Dos and Don'ts

- **DO** warn your recruiter if you are dissatisfied with their efforts so they have a chance to improve or to explain why they can't help you.
- **DO** tell recruiters if you don't want a certain job. Don't string them along!
- **DO** follow up after interviews to let them know how it went.
- **DO** proof your work EVERY time.
- **DO** realize recruiters aren't the decision makers so don't nag them.
- **DO** realize that recruiters typically recruit **seasoned workers** so play up your education and experience even if you haven't been out of school long.

- **DON'T** contact employers directly after you have committed to working through the recruiter.
- **DON'T** back out of commitments you've made to them.
- **DON'T** expect your recruiter to be your career coach. They're too busy.
- **DON'T** negotiate with the employer alone. The recruiter can usually command more money. When you get paid more, they do too!

The bottom line: Finding a job alone is hard. Good recruiters can help!

Module 6 Deep Dive Assignment:

Enlisting Recruiters *in your* Job Search

Review what you've learned about recruiters so you can put what you've learned into practice.

Quick Quiz:

1) What's the difference between talent acquisition recruiters and third-party recruiters?

_____ (See page 2)

2) Name the 10 qualities that recruiters seek in top job candidates: (Starting on page 1)

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

3) What percentage of recruiters use LinkedIn to find or check out candidates? __ (See page 2)

4) Name 5 recruiting companies that you will contact for your job search and why (See page 5)

Company 1 & why: _____
Company 2 & why: _____
Company 3 & why: _____
Company 4 & why: _____
Company 5 & why: _____

5) Name the 4 types of positions to pursue (See page 6):

_____ _____

_____ _____

6) Name 4 ways to increase your visibility with recruiters (See page 6):

_____ _____

_____ _____

7) What are recruiters called who accept LinkedIn InMail messages even though you are not connected to them? (See page 7) _____

8) What site lets you view people's profiles for free who are not in your LinkedIn network? (See page 8) _____