

WE'RE EXECUTIVE SEARCH CONSULTANTS.
WE DELIVER INSIDE INFORMATION.

It's tougher than ever to close top candidates.
But some companies are doing a lot better
than others. Why? They follow these

3 tips to win top candidates in a very tough market

1. Be positive, start to finish.

You want every candidate convinced your company is the killer deal. From the first moment, be aggressively positive about your company and its opportunity in the market. Get your story straight and make it compelling. What differentiates you? What's your competitive advantage? Why is this job so critical to your success? Don't give away your technological secret sauce. Just convince people this is the place to be.

2. Get close to the candidate, and stay close.

"Bond" with him at the first meeting. Create a personal rapport and build on it. Go out of your way to stay in touch. Send e-mails. Take him out to dinner. Get to know him and understand him. Do this right and you'll really stand out from your competition.

3. Make sure everyone can tell your story right.

Everybody on your interviewing team must tell the same story, and in the same positive way. If you have to rehearse, do it. If you need interviewing coaching, get it. Consistency is everything -- and it's what smart candidates look for as a sign that you work well together.

*Remember, recruiting doesn't just happen by itself.
The best recruiters take the time to do the little things
that lend a personal touch. If you do that, too,
your success rate will go up.*



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