



THE PEAC SYSTEM® , INC

Finding, Training & Keeping 'Em

CONTRACT HIRE COLD RECRUITING

Name & Title

Hello, my name is _____, who am I speaking with, please? You're the manager there... Right?

If NO: Then you are a _____! **(lower)**

If YES: I am a (discipline) Consultant and I need your help... Do you have a moment?

If NO: I just need 3 or 4 minutes, if this is not a good time may I call you back, say after 4:30 today? **And do so, OR:**

If Yes =>> Presentation

If YES: Great! You are in a perfect place to help me,_____.

I will tell you up-front that I am a recruiter, but I am not necessarily after you or your people. Let me tell you what I am looking for...(Presentation)

PRESENTATION:

*I am working with one of my best clients to find a **(Title)** with solid **(Function or Field)** experience. This company offers **(TWO GOOD THINGS)** and would be a great consulting opportunity for the right person. _____, who would you know I could talk with to point me in the right direction?*

If quiet or draws a blank: Doesn't have to be in your company, of course...

For every lead: Thank you, _____, anyone else?

Volunteers/ SUCCESS

Let me share something with you, _____. The reason we are so successful is that we do not push our candidates on our clients or vice versa. What is more important is to find out what is of value to you, then see if this or perhaps another position makes better sense. How long have you been in your current position?

OPPORTUNITY

*Before you go, _____, from **time to time** I come across **exceptional positions**. If I see something **just right for you**, may I call you to discuss the **opportunity**?*

So I don't call with everything I see, let me find out what is of value to you. How long have you been in your current position?

INVOLVEMENT: Experience (yrs)
Title
Education

Certifications/Special Schooling
3 MF on a daily basis
Salary- Contract/Full Employ.

Second Level JO: You know, _____, we have discussed a bit about your background, which I like, but we have not yet talked about your values. Unfortunately, I have a call waiting I need to take. How about I call you back between 4 and 5, today?

Turn on The Urgency Factor: Let me leave you with a quick question. Besides money, what would be three things you would look for in your next career move? You think about those and I will call you later. Gotta go, bye now!

Referral Request: We work at all levels in the _____ field. Is there anyone else you know who could benefit from my service?

Formula Close: If there is any way I can help you... Your company... Or someone you know, keep me in mind. Let me send you my contact info. What's your best email address?



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DIRECT HIRE COLD RECRUITING

Name & Title

*Hello, my name is _____, who am I speaking with, please?
You're the manager there... Right?*

If NO: *Then you are a _____! (lower)*

If YES: *I am a (discipline) Consultant and I need your help... Do you have a moment?*

If NO: *I just need 3 or 4 minutes, if this is not a good time may I call you back, say after 4:30 today? And do so, OR:*

If Yes =>> Presentation

If YES: *Great! You are in a perfect place to help me,_____.*

I will tell you up-front that I am a recruiter, but I am not necessarily after you or your people. Let me tell you what I am looking for...(Presentation)

PRESENTATION:

I am working with one of my best clients to find a (Title) with solid (Function or Field) experience. This company offers (TWO GOOD THINGS) and would be a great opportunity for the right person. _____, who would you know I could talk with to point me in the right direction?

If quiet or draws a blank: *Doesn't have to be in your company, of course...*

For every lead: *Thank you, _____, anyone else?*

Volunteers/ SUCCESS

Let me share something with you, _____. The reason we are so successful is that we do not push our candidates on our clients or vice versa. What is more important is to find out what is of value to you, then see if this or perhaps another position makes better sense. How long have you been in your current position?

OPPORTUNITY

*Before you go, _____, from time to time I come across **exceptional positions**. If I see something **just right for you**, may I call you to discuss the **opportunity**?*

So I don't call with everything I see, let me find out what is of value to you. How long have you been in your current position?

INVOLVEMENT: Experience (yrs)
Title
Education

Certifications/Special Schooling
3 MF on a daily basis
Salary

Second Level JO: *You know, _____, we have discussed a bit about your background, which I like, but we have not yet talked about your values. Unfortunately, I have a call waiting I need to take. How about I call you back between 4 and 5, today?*

Turn on The Urgency Factor: *Let me leave you with a quick question. Besides money, what would be three things you would look for in your next career move? You think about those and I will call you later. Gotta go, bye now!*

Referral Request: *We work at all levels in the _____ field. Is there anyone else you know who could benefit from my service?*

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HIRING AUTHORITY DEBRIEFING

- 1. Overall, how did it go?**
- 2. How close is the candidate to the position described?**
- 3. Who else did he/she meet? How long with each?**
- 4. What did you focus on by questioning? His/Her response?**
- 5. Was there anything in his/her background to cause concerns?**
- 6. What is the next step? How did you leave it with the candidate?**
- 7. Discuss money? How? Numbers?**
- 8. Will the candidate fit into your company environment?**
- 9. Are you ready to a) make an offer? b) go to the next step?**
- 10. DISCUSS MONEY! (Bird in the hand...)**

Log potential objections, set asides, other concerns not fully addressed yet:



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CANDIDATE DEBRIEFING

- 1. Overall, how did it go?**
- 2. How was the position described?**
- 3. Who else did you meet? How long with each?**
- 4. What did they focus on by questioning? Your responses?**
- 5. Was there anything in your background causing concern?**
- 6. What is the next step? How did you leave it with them?**
- 7. Discuss money? How? What was your response?**
- 8. What is your impression of your potential supervisor? The company?**
- 9. Ready to a) take the job, b) go to the next step? Why or why not?**
- 10. DISCUSS MONEY!! (Bird in the hand...)**

Log other comments, objections, set asides not yet addressed:



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PAY RATE NEGOTIATIONS CONTRACT

Useful to show how a person moving from Perm to Contract can essentially get a raise, even if they are paid the same hourly salary!

I want more money.

Of course, _____, we all do. What is your current salary?

[\$80,000]

So you're roughly \$40 per hour, then, right?

Uh, how do you figure? (IF HE/SHE ASKS:)

There's 2080 hours in a year, which to make simple, we call 2,000. Divide that into your salary to get the hourly rate. Tell, me, how many hours do you work?

[48] Anything close is fine...

Do you get paid for overtime? (**RARE IN TECH PERM**)

No.

Well, then, _____, you are working about 20% more hours than you are paid for, right?
... That's almost the same as working for 20% less money! In fact, if you were paid for each hour, the same annual salary per year, you are paid an effective rate of about [\$32.00]. This make sense?

I had no idea...

(LATERAL:) Tell you what, _____, if I can match your values (**9 step Q**) and can come in somewhere **around** that [\$32], *and pay you for every hour you work*, you will gain both in a better job, and possibly *more money*. You win, right?

(INCREASE:) Tell you what, _____, if I can match your values (**9 step Q**) and can come in **above** that [\$32], *and pay you for every hour you work*, you will gain both in a better job, and *much more money*. You win, right?

[Heck, yes! Where do I sign up??]

Remember, if you pull them out of Perm, you are duty bound to keep them busy. Longer term Contracts, little of no bench time, etc. Don't make a reputation of leaving them to "starve..."



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IF your company offers CONTRACT work, this is a great close to explore the possibility of doing consulting work, rather than PERM. Keep in mind, to this point, usually through the initial interview, we have not necessarily mentioned contract. But many people dislike their environment so much that a contract out of town or out of state may well be more fun:

THE FRANKL CLOSE- This can work with Perm to Consulting, as well as Unemployed who seek Perm... Change the terms below for the right level, consulting, contract, temp, interim...

THOUGHTFUL-SINCERE:

As you may know, _____ provides consulting professionals to the _____ arena. Now, consulting is not for everyone, but for those who's personal and professional lives allow, it can be very rewarding. Tell me, _____, have you considered consulting before?

Be prepared to handle objections-LISTEN!

CONSULTING PRESENTATION

MONEY!- If they agree, to Temp or Contract work, and are unemployed, sooner or later, you have to set the minimum expectations. Do it right!

*Picture yourself working on a [temp/contract] assignment, and for whatever reason, they like you and you really like it there. They decide they want to bring you on board to work for them, and they will want to give you a bump in salary. In fact, I will insist on it. But they will not pay more than you made in your last job. [Because no one wants to reward you for being unemployed...] Let's see, you were making \$40,000 in your last job, right? That is \$20.00 per hour. 20% is \$4.00 so your rate would be around \$16.00...so if I can get you over \$16.00 per hour, we can get you back to work... right? **Talk soft and sincere, be empathetic they are unemployed. Write BIG so they can see it... Practice various levels of salary, so you can do this without drawing undue confusion or resistance... Trust is critical, here.***



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THE HASH SHEET

| | MON | TUE | WED | THU | FRI | |
|---------------------------------------|-----|-----|-----|-----|-----|---|
| Attempts Dials/visits | | | | | | A |
| Presentations | | | | | | B |
| 1st level Results (information) | | | | | | C |
| 2nd Level Results Cd/JO | | | | | | D |

Instructions: Decide what your ratios should be. Make entries below. Measure your stats for at least two weeks. Do you see room for improvement? *Can you improve?* Do you need help?

Att/Pres ____% Pres/1st level ____% 1st Level/2nd Level ____%



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CANDIDATE (PROSPECT) FORM

| | |
|--|-----------------------|
| NAME: _____ | TEL # _____ |
| COMPANY: _____ | |
| YEARS THERE: _____ | TOTAL YEARS EXP _____ |
| TITLE: _____ | How Long? _____ |
| EDUCATION: _____ | |
| CERTIFICATIONS/SPECIAL SCHOOLING: _____ | |
| _____ | |
| RESPONSIBILITIES: _____ | |
| _____ | |
| SALARY: _____ (T)emp, (C)ontract, (P)erm _____ | |
| COMMENTS: _____ | |
| _____ | |

Second Stage (9 Step Q Tech!):

Value 1: _____ Means: _____

Why Important: _____

Value 2: _____ Means: _____

Why Important: _____

Value 3: _____ Means: _____

Why Important: _____

Salary Expectations:

Lateral(Y/N)? ____ Reasonable (10%- Y/N)? ____ Unreasonable (Y/N) ____

*Place form in an interview folder, if you like him/her, and invite to interview!
Verify information given in this call and process toward candidacy.*



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REFERENCE FORM

CONTACT: _____ COMPANY: _____ PH: _____

TITLE: _____ RELATIONSHIP TO REF: _____

YEARS KNOWN: _____ DATE: _____ TIME: _____

REFERENCE AVAIL? Y/N: ____ (PERSONAL?) PH: _____

REF DUTIES (3MF): _____

PERFORMANCE: _____

PROFESSIONALISM (WORK ETHIC, APPEARANCE, COMMUNICATION): _____

(Paraphrase for positive spin, if possible, gain commitment)

PERSONALITY?: _____

SUGGESTIONS FOR IMPROVEMENT (WORK/OTHER): _____

REASON FOR LEAVING?: _____

REHIRE (Y/N): _____ (WHY?): _____

(Deep dark secret close?)

Thank them for their time AND:

We work at all levels of the _____ arena, _____. Is there anyone else you know that could benefit from my services? (!!) Thank them for any leads. When done:

Any way I can help you... your company... or someone you know... please don't hesitate to call me. Tell you what, ____, let me send you my contact information, what is your best email address?



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(Perm Consultants, and all Recruiters) TIME MANAGEMENT SAMPLE

Time spent before 9:00 am is on interviews, research and busywork.

9:00-10:00 Followup on those things closest to the bank, References, Briefs, Debriefs, interview or send-out confirmations and the like. Of course, if you don't have any, you can recruit or market.

10:00 to 10:30 Computer catch-up, call-backs, emails and so on. No proactive cold calls.

10:30-11:30 Recruiting or Marketing cold calls. Inventory depth only, if possible, on Recruiting calls. Try to talk to as many people as possible in the hour.

11:30 to 12:00 Computer catch-up, call-backs, emails and so on. No proactive cold calls.

12:00 to 1:30 Lunch, interviews, research calls to get names, and so on. Don't waste it!

1:30 to 2:30 Recruiting or Marketing cold calls. Inventory depth only, if possible, on Recruiting calls. Try to talk to as many people as possible in the hour.

2:30 to 3:00 Computer catch-up, call-backs, emails and so on. No proactive cold calls.

3:00 to 4:00 Tickler hour. Some you really want to talk to, most will be voice mail (request their v/m) so that you can reinforce your name and number. Don't forget the power of the weekly email, either. Just a contact, not a sale message! Any without inventory (OS) are a must talk call!

4:00 to 4:30 Computer catch-up, call-backs, emails and so on. No proactive cold calls.

4:30 to 5:30 Second stage calls, followed by planning before you go home for the day. Planner includes all call sheets and lists of people you plan to talk to, tomorrow. After 5:00 is also a good interview time.

Specs: Four hours of contact work. Three interview times. Plenty of time to catch up and keep up! Use THE PEAC SYSTEM® Planner Book for making sure nothing slips through the cracks!



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PERM GROUNDRULES SCRIPTS

Choose your words (Content), and get comfortable with the CONCEPTS-
DELIVERY comes through practice and experience:

First- the Transition Statement

Well, _____, we've covered what you offer and what you want, and everything seems to be in order. Now we need to spend some time to determine how we can best work together. Make sense?

1. You can TRUST me...

Now that we have spent this time together _____, we need to be able to trust one another. I will be an eye on the market place for you, and in exchange, I will appreciate your help, too. Can I anticipate that? Usually, sure!

2. Be HONEST- or else!

In order to avoid stepping on your toes, or otherwise hurting your current pursuits, I need to know what else you may be working on, at this time. Have you interviewed or sent information to any other companies? Recruiters? Who?

Also, so that I do not embarrass you, nor waste the time of my clients, it is imperative that I stop the process, if anything changes. Can I count on you to notify me if you change your mind, or land another position?

3. I'm a LONER (If NOT already in another recruiter's hands...)

*It is best to be seen as a **recruited candidate**, for it increases your perceived worth. Other placement firms - or your own submission on resume - all tend to lower that value, making you appear to be 'looking for a job.' That can cost you in later offers. Does this make sense? Can I count on you to let me work hard on your behalf, exclusively for a few _____s?*

4. Gimme a HEADS UP!

As I said, it is best to appear as a 'recruited candidate,' a much higher value to the client. If you see an ad, or hear of a position at another company, it would be in your best interest to call me, let me know that you wish to pursue. The added benefit is that if I cannot get you in the door, I will let you know who to send your resume to directly. Do you see the value in this? Can I get your commitment to keep me posted?

5. SHOW UP, dammit!

*I will work hard to identify opportunity for you, and when **you and I agree that a position is worth exploring**, we will agree on an interview date and time. I would expect you, as a professional, to keep that appointment. Would I be correct in assuming your commitment?*



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6. LET'S TALK turkey.

It is to your advantage to approach an interview fully informed, wouldn't you agree? In order to best do that, you and I will have to talk before you go for that interview. I will share what information I have on the company and people, and we will refresh some of the ideas we are discussing here, today. Can I gain your commitment to have that conversation, when the time comes?

7. CALL ME, Sometime!

7. CALL ME, Sometime! (Interviews)

1. *When you go to an interview, should you have one, you are either going to like the position to some degree, or dislike it, right?....*

2. *If you like it, I will do my best to move you to the next step. Or, if necessary, pull you out gracefully while making you look good. This, too, makes sense, right?.... ..*

3. *To do this effectively, I need to talk to you **before** the Client can call me. Wouldn't you agree?*

4. *Then, _____, the only way I can guarantee that is for you to call me either from the lobby of the client's or from your cellular, immediately after the interview! Will you do that for me?*

8. BE FRANK, Fred!

*In order to be fully armed to handle the Client's questions or concerns, I need you to be fully frank, _____, when discussing the pros and cons of the position and that interview. Additionally, to avoid embarrassing you, stepping on your toes, or just creating an unnecessary delay, I need to know what else you may be working on at that time. Together, you and I can co-ordinate the situations to have the best chance of landing the position that is right for you, **whether or not it comes through me**. Will you agree to do this with me?*

9. Be Decisive, Dick!

*All clients expect decisive business professionals. You will have had many days, weeks, even months, sometimes, to consider your options, and once an offer is extended, the client expects a prompt response, **regardless of what they tell you**. It is best to capitalize on the esteem and enthusiasm you've generated when you created that offer. Can I count on a decision within twenty-four hours after receiving one?*

10. Be Prompt, Priscilla!

Arriving fifteen minutes early is a good sign. Arriving one minute late, or twenty minutes early is a bad sign. Time your arrival carefully. If you must arrive early to find the place, do so, but go get coffee or read over your notes until the proper time to make that entrance. Fifteen minutes early is non-remarkable, and thus, conservative.



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11. Wear some clothes, take a bath, for gosh sake!

I know you are probably aware of all this, but if I did not share it with you, and something got in the way of your offer, I would feel terrible. Bear with me while I explain the interview environment. Regardless of how the client is dressed, the candidate should always be termed 'conservative.' That means that nothing about them creates a distraction from their skills. Conservative is best described as:

Men: *Dark suit, dark socks, black shoes, white shirt and muted tie. If you don't have a dark suit, a dark slacks and sports coat will suffice, though the suit is a better presence. Do you have a dark suit? (Can you buy/borrow/rent one?)*

Women: *Dark suit dress, standard nylons, moderately low heeled shoes that complement the ensemble and a small, efficient purse to match. If it is unremarkable, it fits conservative. Pant suits, though acceptable in most environments after the hire, is the lesser accepted for first impressions.*

Both: *No overkill. No expensive Armani suits, \$1,000 gowns, and such. And, because so many people are either allergic or offended by fragrances, no perfumes, aftershaves or otherwise distractive odors. If you smoke, don't do it the few hours before the interview, or shower just before the interview, change to clothing fresh from the cleaners, and do not smoke until it's over. Tough, but effective, for these things can seriously override your talent.*

INTRODUCING THE PROBLEMS:

It has been our experience that anything else that distracts from your talent is a effective block to your landing the position. Now, I've noticed your (hair, nails, holes in sleeves, sock-less shoes, etc.) and though these may fit your current lifestyle, they can contribute to the distraction for a hiring manager, and lessen your chance of being hired. It is my suggestion that you (FIX??) these things...



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COUNTEROFFERS- PERM

Transition Statement

As I said, _____, there will come a time when you will receive an offer from one of our clients, and when that happens, you will be thrilled and excited about the new opportunity. You will go in to your supervisor to resign, and will probably be hit with what we call a 'counteroffer.' Do you know what that is?

Usually, yes- not always- answer not important:

As you may know, it's simply an attempt of your current employer to keep you on board, at least for a little while, until they can get their ducks in order. There are some hidden dangers to accepting a counteroffer. I'm sure you will recognize these from past experience, but I feel compelled to discuss these now, so you will have time to think them over before you commit. The number one rule is this:

80% who accept gone in 6 months, 90% in a year. Do you know why?

- 1. Nothing changes- same unhappy job, more \$\$*
- 2. Current raise was next raise, given early*
- 3. Promotions and projects in jeopardy, questions loyalty*
- 4. Company buys time to cut you at their convenience, not yours*
- 5. You may get an assistant- a real trap*

THE COUNTEROFFER MATH: (WRITE BIG SO THEY CAN SEE IT!!)

I BOE that the counteroffer for someone of your caliber is often as much as - [2 x Annual thousands] - for someone of your experience and talent. If you leave on your timing, or on short notice, SHS that it will cost the company at least 30% of your annual salary to replace you. That might be as high as [3 x Annual thousands] ! Their offer of [2 x Annual thousands] sounds like they want to save themselves some money, right? (!!)

*Not so. Remember our studies showing 80% who accept counters are gone in six months. The details show most are gone in just three months, or 1/4th of a year! If they can get you to stay for just three months, then let you go, it cost them only [1/4 of that offer] or \$____. If you were the CFO of that company, in charge of expense and investments, would you rather spend (\$\$) **thousand** dollars to replace you, or only \$\$ **hundred** to replace you? That is why they have to make the counter offer, and that is why it rarely works for people at your level...*

Actually, _____, from your point of view, can you stand to be used that way? Not a good idea. If you think you can make a change in your company that will let you stay and be happily productive, then you need to do it under different circumstance than having an outside offer. Go to your boss and ask for that raise, see what you are worth to them, before you start 'blackmailing' them with an outside offer. Harsh word? Well, _____, that's the way they're going to see it! You need to be aware of all this, before you get into the process. Agreed?



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JOB SATISFACTION-\$\$

Now, you're making \$_____ salary, right? It's been our experience that our candidates, given a choice between better pay, with a "same-ol' job," or similar pay and much better job, will choose job satisfaction, every time. Would you say you are like that, yourself?

Either answer:

Of course you would like more money, _____. We all do. But you and I should explore all positions that pay at least what you are making and above, just to be sure we are not missing out on the 'dream job.' Make sense?

SEEK THE COMMITMENT

Okay, _____, now we understand our relationship. Do all of these things make sense? Any questions? [discuss and clarify] ... Good, then can I count on you to consider these as we move forward in this joint enterprise?

END WITH FORMULA CLOSE AND RETIRE INTERVIEW- Give them five cards.



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TEMP GROUNDRULES SCRIPTS

Choose your words (Content), and get comfortable with the CONCEPTS-
DELIVERY comes through practice and experience:

First- the Transition Statement (changing direction.... right?)

Well, _____, we've covered what you offer and what you want, and everything seems to be in order. Now we need to spend some time to determine how we can best work together. Make sense?

1. You can TRUST me...

Now that we have spent this time together _____, we need to be able to trust one another. I will be working hard to find an opportunity for you, and in exchange, I will appreciate your help, too. Can I anticipate that? Usually, sure!

2. Be HONEST- or else!

In order to avoid stepping on your toes, or otherwise hurting your current pursuits, I need to know what else you may be working on, at this time. Have you interviewed or sent information to any other companies? Recruiters? Temp Firms? If, so, who?

Also, so that I do not embarrass you, nor waste the time of my clients, it is imperative that I stop the process, if anything changes. Can I count on you to notify me if you change your mind, or land another position?

3. I'm a LONER (If NOT already in another recruiter's hands...)

It is best to have professional representation, for it increases your perceived worth. Other agencies - or your own submission on resume - all tend to lower that value, making you appear to be 'looking for a job.' That can cost you in later offers. Does this make sense?Can I count on you to let me work hard on your behalf, exclusively for a few _____s? (Tailored to their employment status)

4. Gimme a HEADS UP!

As I said, it is best to have professional representation, a much higher value to the client. If you see an ad, or hear of a position at another company, it would be in your best interest to call me, and let me know you wish to pursue. The added benefit is that if I cannot get you in the door, I will let you know who to send your resume to directly. Do you see the value in this? Can I get your commitment to keep me posted?

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All clients expect decisive business professionals. You will have had time already to consider your options, and once an offer is extended, the client expects a prompt response. It is best to capitalize on the esteem and enthusiasm you've generated when you created that offer. And because the temp world moves so fast, the opportunity will be gone in a flash. Can I count on a decision immediately after receiving one?

10. Be Prompt, Priscilla! (Interview)

Arriving fifteen minutes early is a good sign. Arriving one minute late, or twenty minutes early is a bad sign. Time your arrival carefully. If you must arrive early to find the place, do so, but go get coffee or read over your notes until the proper time to make that entrance. Fifteen minutes early is non-remarkable, and thus, conservative.



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I know you are probably aware of all this, but if I did not share it with you, and something got in the way of your offer, I would feel terrible. Bear with me while I explain the interview environment. Regardless of how the client is dressed, the candidate should always be termed 'conservative.' That means that nothing about them creates a distraction from their skills. Conservative is best described as:

Men: *Dark gray or blue suit, dark socks, black shoes, white shirt and muted tie. If you don't have a dark suit, a dark slacks and sports coat will suffice, though the suit is a better presence. Do you have a dark suit? (Can you buy/borrow/rent one?) (Adjust requirement for your level- remember, you are earning respect on the back of your temps!)*

Women: *Dark suit dress, standard nylons, moderately low heeled shoes that complement the ensemble and a small, efficient purse to match. If it is unremarkable, it fits conservative. Pant suits, though acceptable in most environments after the hire, are the lesser accepted for first impressions. Check the environment, first. (Adjust requirements for your level- remember, you are earning respect on the back of your temps!)*

Both: *No overkill. No expensive Armani suits, \$1,000 gowns, and such. And because so many people are either allergic or offended by fragrances, no perfumes, aftershaves or otherwise distracting odors, including cigarettes and smoking. If you smoke, don't do it the few hours before the appointment, or shower just before it, change into clothing fresh from the cleaners, and do not smoke until it's over. Keep in mind that many environments are smoke free, and you may not be able to smoke later, either. These things are tough, but effective, for they can seriously override your talent.*

INTRODUCING THE PROBLEMS:

It has been our experience that anything else that distracts from your talent is a effective block to your landing the position. Now, I've noticed your (hair, nails, holes in sleeves, sock-less shoes, etc.) and though these may fit your current lifestyle, they can contribute to the distraction for a hiring manager, and lessen your chance of being hired. It is my suggestion that you (FIX??) these things...

Close with the formula referral closes and send them out with a handful of cards....



THE PEAC SYSTEM® , INC

Finding, Training & Keeping 'Em

CANDIDATE TAKE AWAY

CAN'T HAVE IT!

Premise: Power Closes are designed to uncover the hidden objection, not to get them to accept... When they say yes, too soon, take it away and get that information, so you can help them make the right decision!

Can't do that, _____. You know, the _____ arena is actually a very small community. When a company takes on a search, it's kind of like starting up a big, noisy, and expensive engine, stamping out material. It is very annoying to those people involved. When they have identified someone like you, and you accept, they can shut that terrible thing down, with relief, all excited about your arrival. If you then change your mind, and they have to restart that engine, with all the noise, expense and headaches, you can bet that every person involved will have a mental file with your name on it, as the cause of those problems. And someday, two, five, even ten years down the road, you may have the opportunity of a lifetime, and one of those people will be in the path. And they will remember you.

PAUSE- YOU ARE AN ACTOR!

Now, before we commit to this company and have them stop the search, share with me what held you back so far?

Remember, most delays are from other opportunities or other recruiters. Talk over the A, B, C's and help them compare. Sometimes, the other position IS better, but not likely...

P.S. Do not do this to the Client. If you get the offer, close the deal!!!

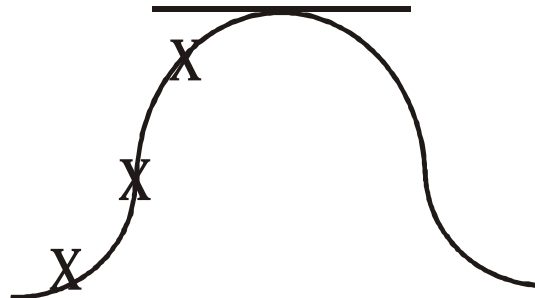


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INTEREST PEAK

Client and candidate Interest Peak differs only in what happens to money as time goes by. With the Client stalling, the candidate's requirements can go up (you have to buy them back). With the Candidate stalling, the Client can pull the offer, then come back later at lesser dollars. Draw Bell Curve, add the extras with the below paragraphs:



When I first introduced you two, the [other side] knew nothing about you. Let's place an 'X' down at the lower left of the bell curve. This represents the level of interest the [other side] had in you at that point. Through a series of discussions, paperwork, interviews, etc. the 'X's' have climbed up the left side of the curve until here they are today at the very top of the Interest Peak. So far, make sense?

Client:

*Now, every day that you delay an offer, the candidate begins to suffer from sour grapes, convincing themselves that you don't really care, or worse, another recruiter shows up and starts a bidding war. You may have to buy back the interest, or in the bidding, the dollar requirement can climb significantly. A two thousand dollar increase, for example, does not sound like much, right? Take that over as little as a five year span with you, and that can cost you well over ten to fifteen thousand dollars. **(PAUSE-be prepared to show how)** Are you prepared to risk (fifteen thousand) dollars unnecessarily, just to wait a day or two?*

Candidate:

*Now, every day that you delay an acceptance, the client begins to suffer sour grapes, despite what they told you about taking your time. Nothing is cast in stone. If a better candidate comes through the door, and believe me, my competitors are working hard at it, they can pull the offer to pursue the new individual. If they don't land him or her, they will probably come back to you, but interest level will have changed, and can cost you as much as two or three thousand dollars in the offer. Over a five year run, you would be throwing away ten to fifteen thousand dollars. **(PAUSE)** Are you prepared to lose {name the \$\$} in an unnecessary delay?*