

# RECRUITING LIKE A SHARK

*Lessons Learned from Executive Recruiter, David Perry and ZoomInfo's Will Frattini*

## 1. KNOW EVERY DETAIL OF THE JOB

While this might seem a bit obvious, it's vital to know every detail of the job in order to find the best fit. Too often, recruiters are pressed for time and aren't able to do the proper due diligence for the assignment at hand. This can lead to bringing in poor matches and creating a poor candidate experience.

If you are keenly aware of the details of the job, you will be better able to craft communications to candidates that really speak to the motivations of the ideal candidate. Highly targeted emails and phone pitches will capture their interest and keep the conversation going.

## 2. FOCUS ON PASSIVE SOURCING

Eighty-five percent of employed people worldwide are open to switching jobs, yet only 18% of businesses are increasing their focus on passive candidates. Research shows that people are open to new opportunities if the right one comes along.

The problem is that people are starting to view recruiter messages on LinkedIn as spam, and are increasingly inclined to ignore you. To make sure your messages get through, reach out to them directly via phone or email instead.

## 3. PROTECT YOUR CLIENTS FROM OTHER SHARKS

With so much importance placed on proactive sourcing, you can be sure that other sharks will come along trying to recruit your candidate. In order to make sure your recently placed executive stays put, determine measurable objectives that your client wants their new hire to achieve in the first year.

This will not only help your client gauge performance, but will also help manage the candidates' expectations of the role and keep them engaged. Most importantly, keep an open dialogue going with the new executive beyond their first week on the job. By regularly checking in, you can address any concerns that crop up and escalate any issues to your client.

## 4. FIGURE OUT YOUR CLIENT'S TEAM DYNAMIC

David Perry gives all clients a one-year warranty on the executives he places in their company. He does this because he's confident in his understanding of the role to be filled as well as the personality of the team. Never go to market with a role that you don't fully understand, or if you haven't met all of the people this role would be working with.

Working relationships can be derailed by even the pettiest of disagreements, so having a full picture of the working environment is vital before you begin. Truly understanding the team dynamics has been essential in David Perry achieving a 99.97% success rate across all of his placements.

## 5. FISH ARE FRIENDS, NOT FOOD

There's nothing wrong with being hungry for success, but being too aggressive might scare your candidates away. Whether it's pressure from a supervisor or client to fill the role as soon as possible, or the temptation of a larger commission, there's still a fine line between being aggressive and unprofessional. By all means, think of creative ways to get the client to notice you.

Not responding to your emails? Sending a lead a token that represents this new opportunity via snail mail is a perfect way to break the ice and get them to contact you. Just don't be the recruiter who doesn't know when to throw in the towel and move on.

## 6. THINK BEYOND YOUR OWN FISH BOWL

David Perry has worked on projects spanning five continents. For recruiters looking to grow their business nationally or even internationally, having a far-reaching network is crucial. From time to time, a resume might land on your desk from someone out of state or even from abroad.

Even if your client is only interested in someone local for the job, make sure you reach out to that candidate and start building a relationship. Partnering with a data provider will also help you expand your network exponentially and allow you to find contacts that can help you get a foothold in new regions.



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