Your patience is appreciated...

...Lunch With Haley will be served shortly.

How to Avoid the “Ghosts” Every Recruiter Fears

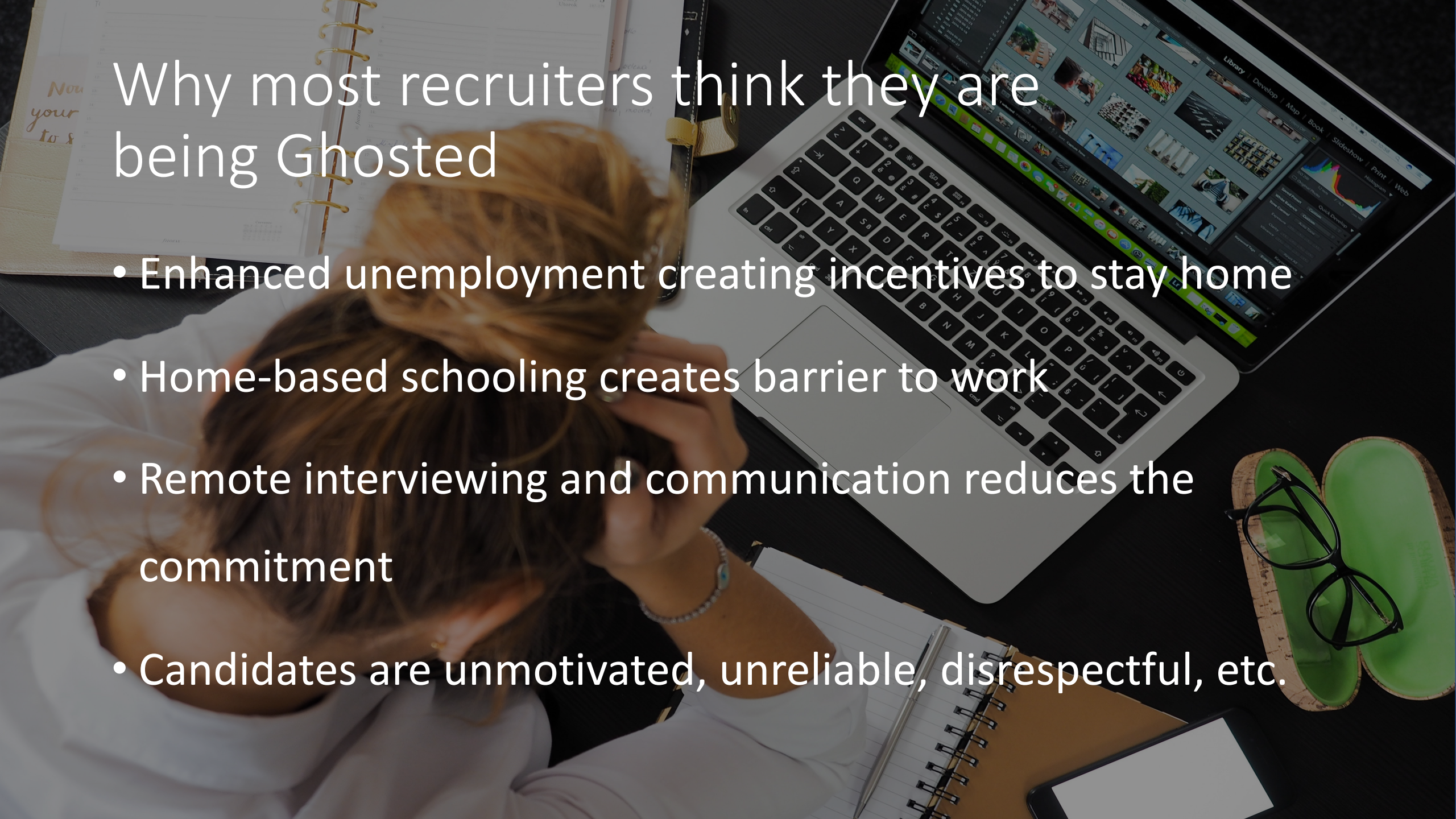
Five Essential Strategies for Beating the Dreaded No Show

What is Ghosting?

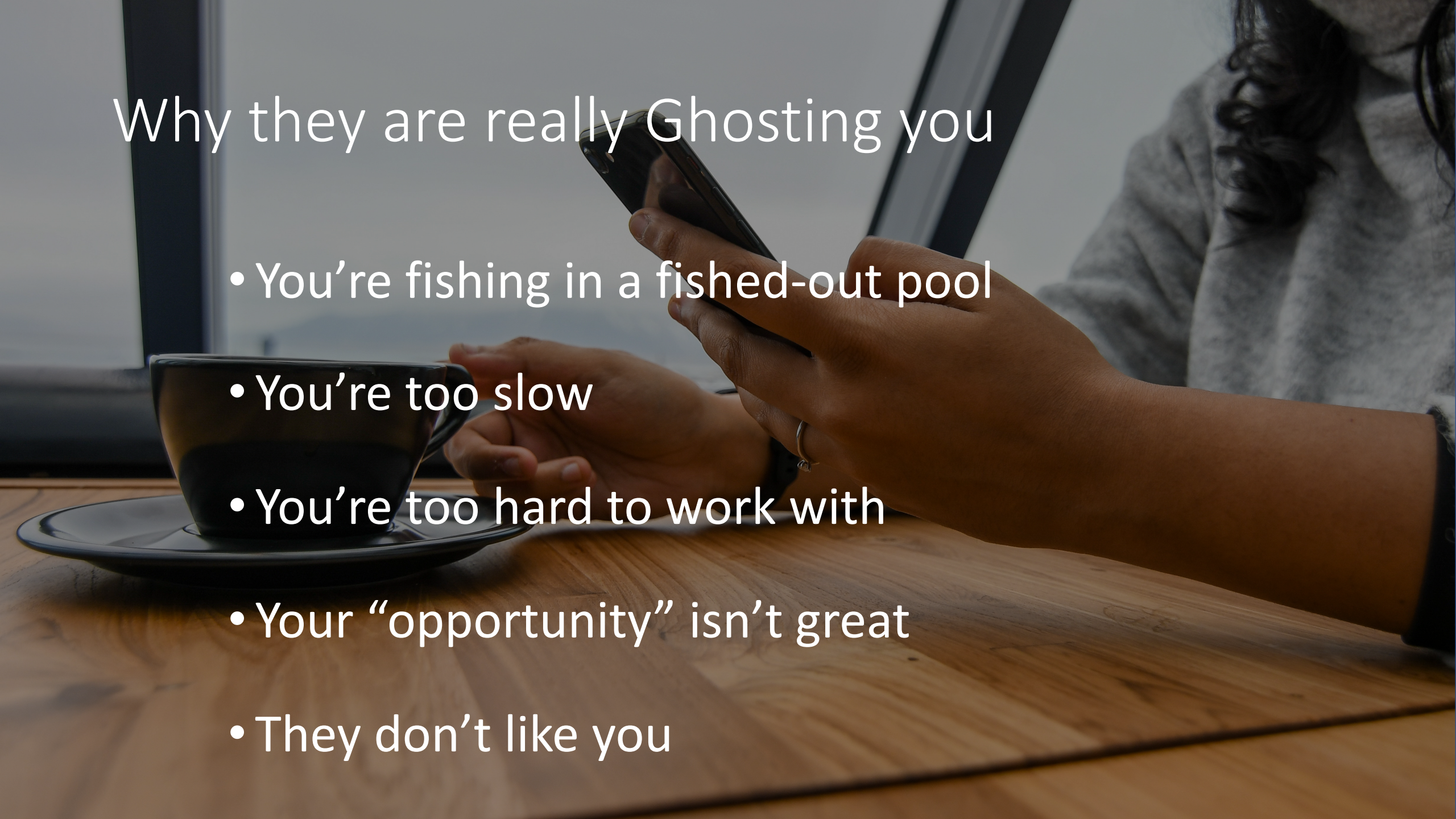
The act of candidates going silent:

- Lack of response to phone calls, texts, and emails
- First interview no shows
- Client interview no shows
- Assignment no shows

Why most recruiters think they are being Ghosted



- Enhanced unemployment creating incentives to stay home
- Home-based schooling creates barrier to work
- Remote interviewing and communication reduces the commitment
- Candidates are unmotivated, unreliable, disrespectful, etc.

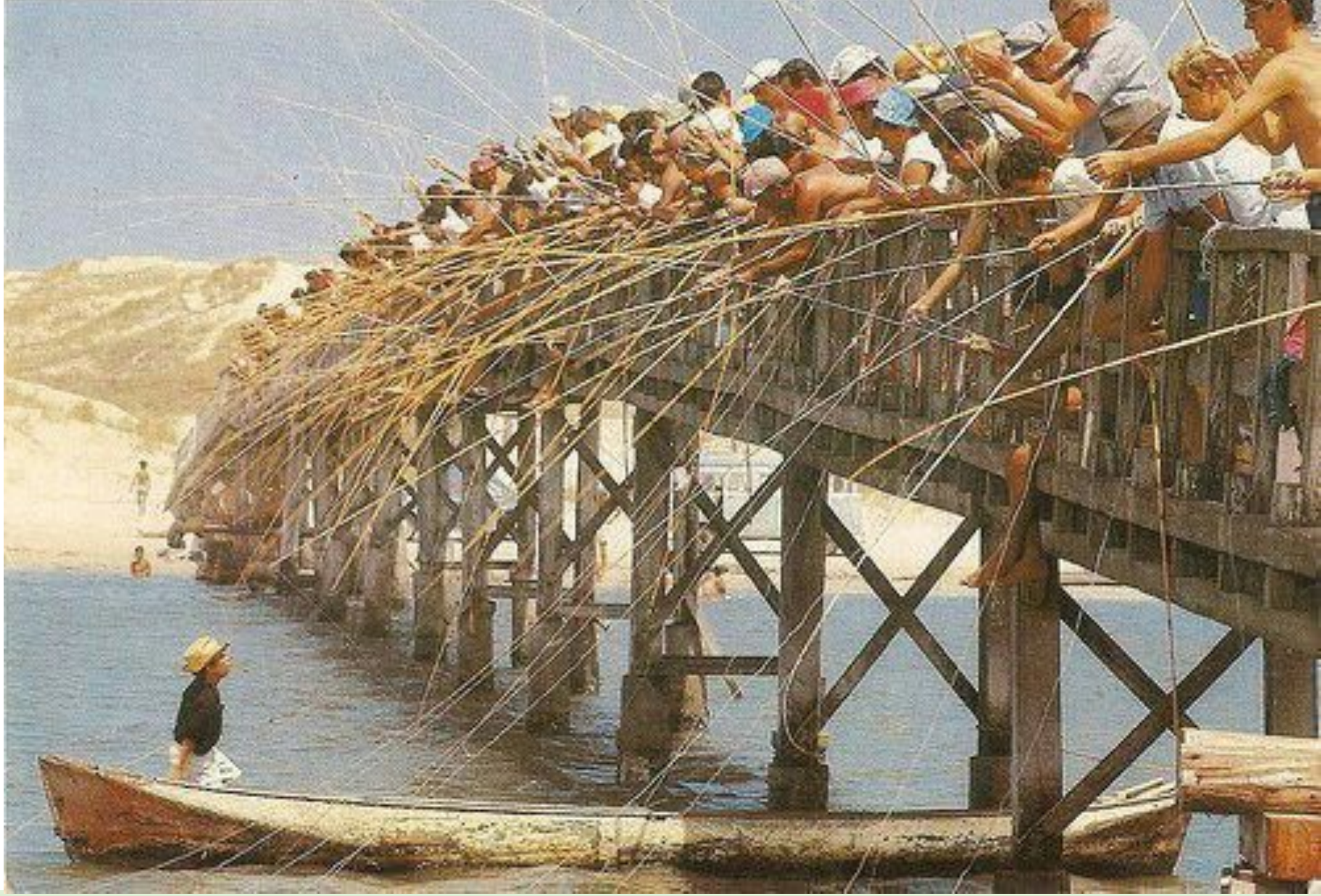


Why they are really Ghosting you

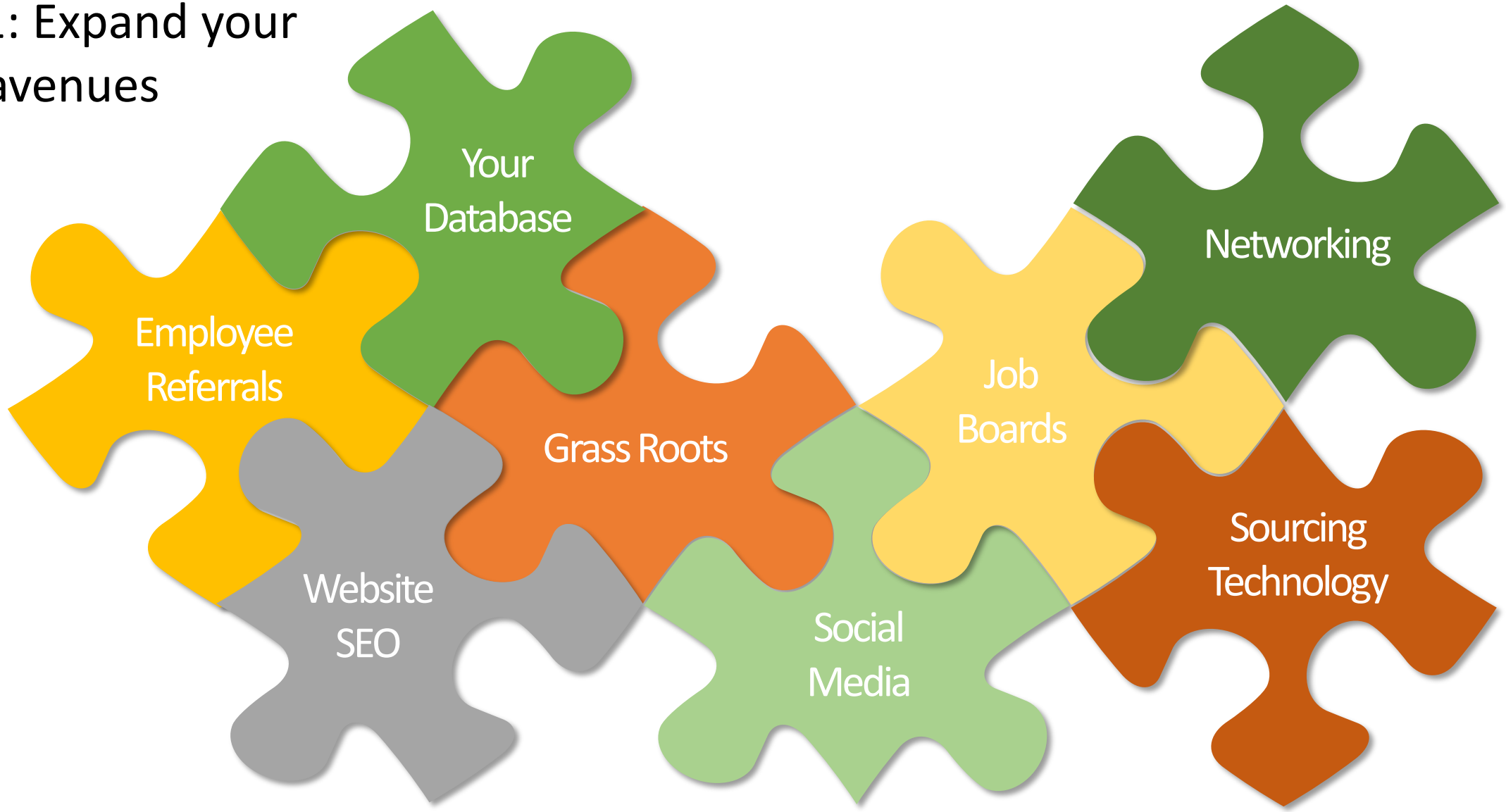
- You’re fishing in a fished-out pool
- You’re too slow
- You’re too hard to work with
- Your “opportunity” isn’t great
- They don’t like you

You're Fishing in a Fished-Out Pool

- Almost all companies are job-board centric
- (even slightly) Qualified candidates have many, many options
- This is where your greatest competition is (by far)



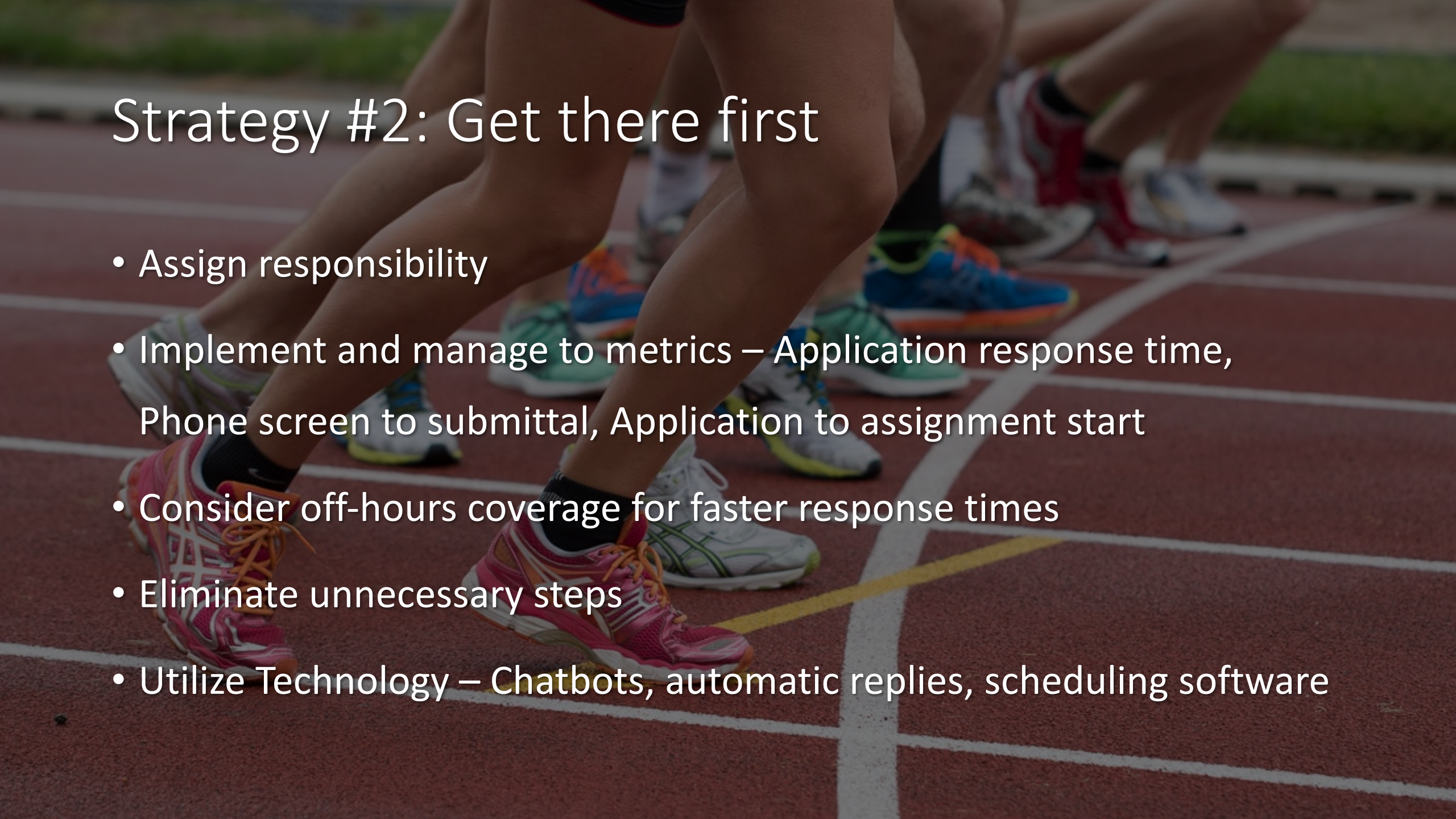
Strategy #1: Expand your recruiting avenues



You’re too slow

Questions to ask yourself:

- How long are my candidates available?
- How fast do we typically respond to an application?
- What percentage of my applicants apply during non-business hours?
- Who is truly responsible in my organization for responding rapidly to all applicants?
- What are my KPI’s around applicant response time and how do I track them?



Strategy #2: Get there first

- Assign responsibility
- Implement and manage to metrics – Application response time, Phone screen to submittal, Application to assignment start
- Consider off-hours coverage for faster response times
- Eliminate unnecessary steps
- Utilize Technology – Chatbots, automatic replies, scheduling software

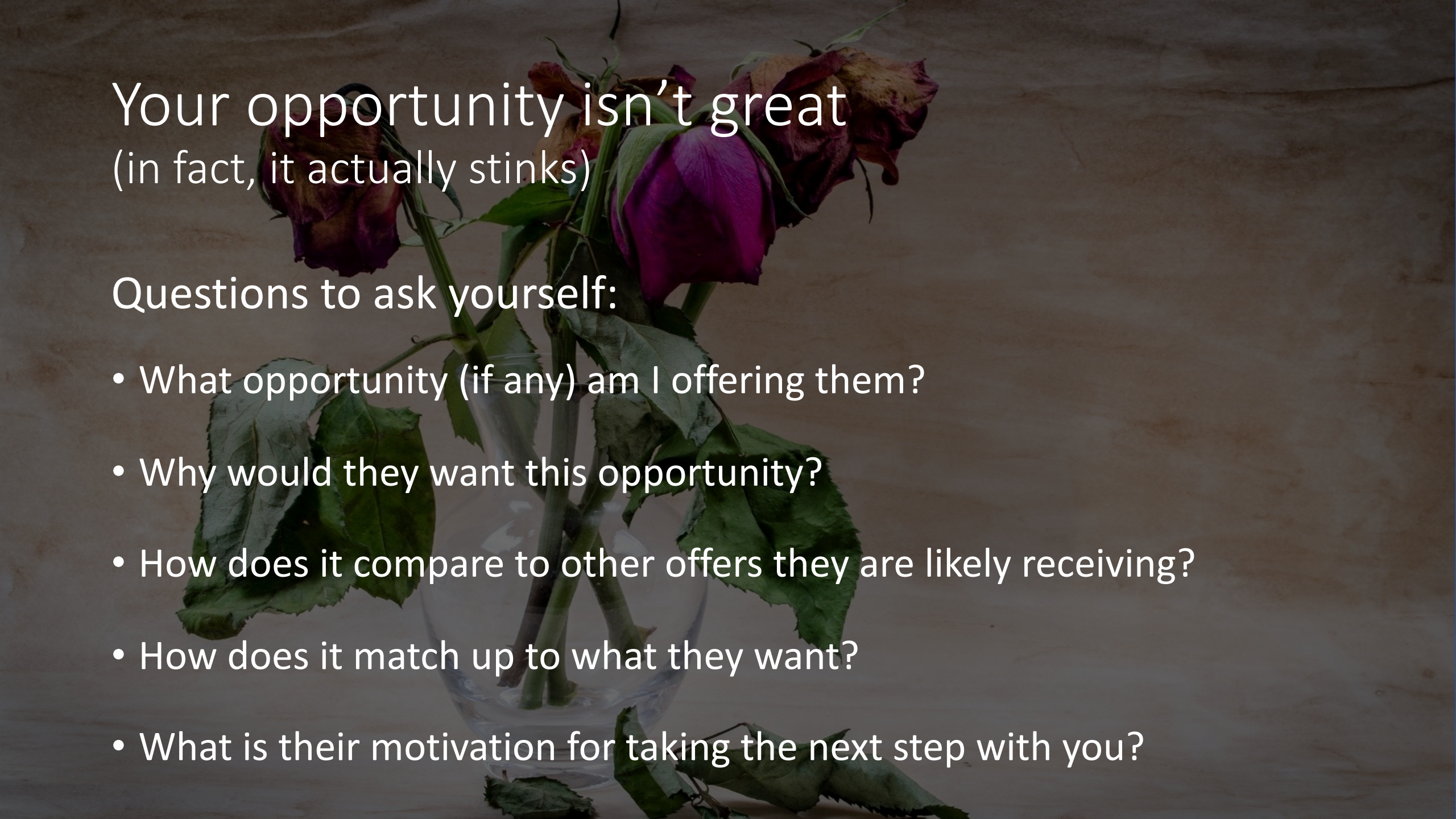
You’re too hard to work with

Common hoops and hurdles staffing firms put new candidates through:

- Long applications
- Non-mobile applications
- Required resumes for unskilled positions
- Onboarding documentation too early in the process
- Other screening requirements -

Strategy #3: Make it easy

- Simplify the application – 5 fields plus resume
- Hold off on onboarding paperwork
- Mobile-optimize application and onboarding
- Eliminate unnecessary steps and requirements
- Educate and prioritize clients on simplified processes



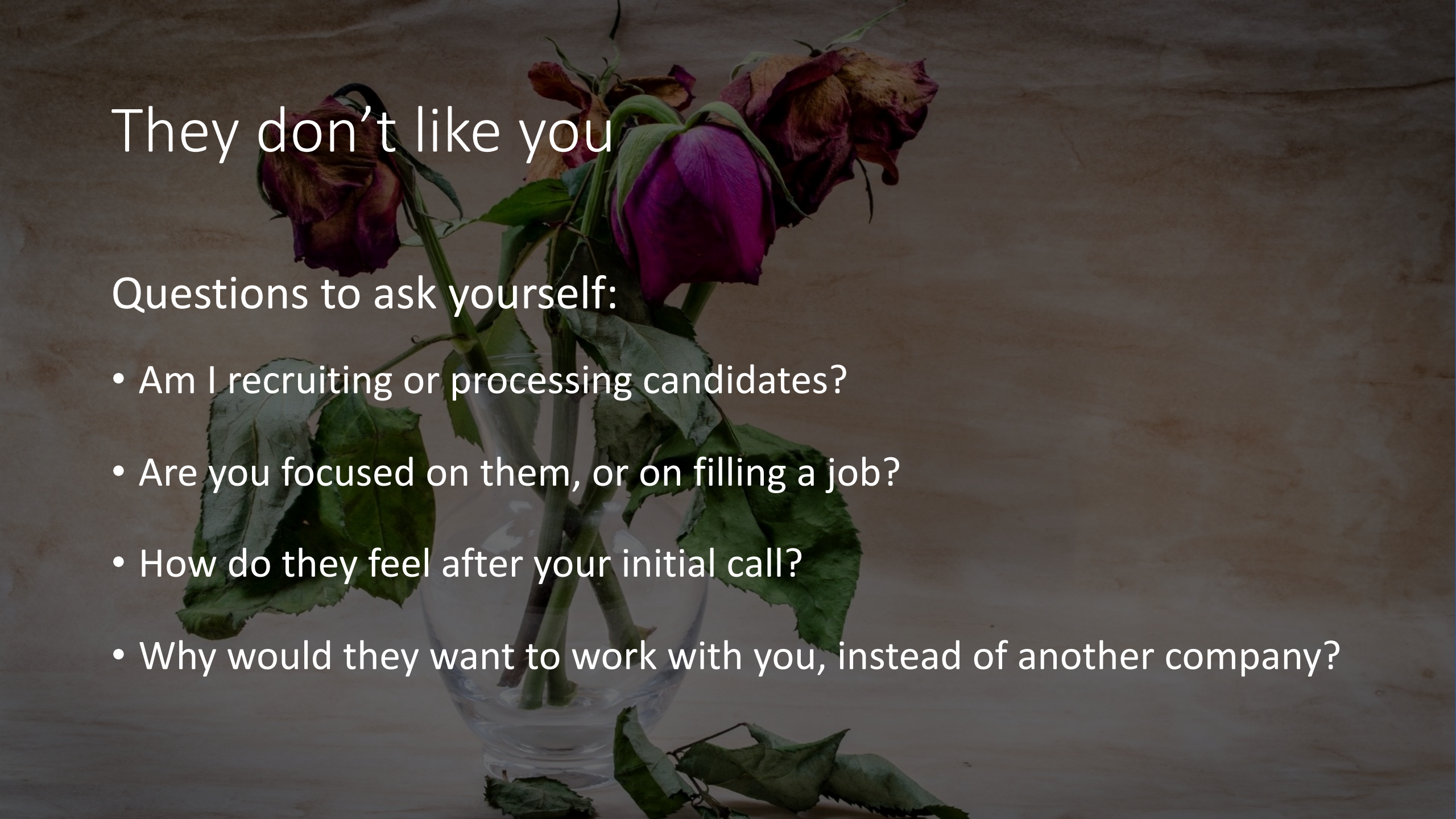
Your opportunity isn't great
(in fact, it actually stinks)

Questions to ask yourself:

- What opportunity (if any) am I offering them?
- Why would they want this opportunity?
- How does it compare to other offers they are likely receiving?
- How does it match up to what they want?
- What is their motivation for taking the next step with you?

Strategy #4: Prioritize your most sellable jobs

- Is compensation competitive or above market?
- Is the company/position attractive and sellable?
- How many steps are in the process?
- Does the client have reasonable expectations for the skills and experience they are looking for?
- Is the client responsive to candidate submissions and scheduling interviews?
- Does the client provide immediate feedback on submissions and interviews?



They don’t like you

Questions to ask yourself:

- Am I recruiting or processing candidates?
- Are you focused on them, or on filling a job?
- How do they feel after your initial call?
- Why would they want to work with you, instead of another company?

Strategy #5: Be Likeable

- Greet applicants with enthusiasm, respect, and value
- Treat every applicant as if they are your next great employee (they might be!)
- Focus on what they want, not what you need filled
- Assign a “career advocate” to every employee
- Make every interaction positive and memorable
- Leaders: Hire FRIENDLY employees!

5 Strategies for Beating the No Show

1. Expand your recruiting avenues
2. Get there first
3. Make it easy to work with you
4. Prioritize your most sellable jobs
5. Be Likeable

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haley MARKETING

Coming Next:

Show N' Tell 2020

Thursday, October 15, 2020 at 2:00 PM ET

Recruitment Marketing Services

Wednesday, October 27, 2020 at 2:00 PM ET

Reserve your seat:

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