CORPORATE NAVIGATORS

Making the Most of Recruiting Research

10 Tips to Maximize The Value of Your Candidate List

When you order Recruiting Research from Corporate Navigators, you will receive a list of qualified candidates. Now that it's in your hands, here are some best practices to get the most out of your investment.

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How to get the most out of recruiting research data

When you receive a list of qualified candidates through our Recruiting Research service, you have an incredible asset, but it's not a simple slam dunk on the first call. Changing jobs is one of the top 6 life-altering events of every working person. Therefore, you have to invest time to build rapport and recruit them.

You need to be the company they want to work for, implement best practices during recruitment, and put your best foot forward to make the most of your recruiting research candidate list. Our Director of Business Development, Grant Hubbard, has been in the industry for over 25 years with vast experience across different industries and functions. Here are his insider tips on attracting qualified candidates to work for you.

Tip #1: Expect Some Resistance - It is normal.

Attracting great candidates is often not a "hole in one". You will need to build relationships for lasting results.

If a candidate immediately says 'I'm not interested' before you've had a conversation with them, don't give up. They are likely established in their current role and are accustomed to a certain level of comfort with their routine.

However, if you set the foundation to get to know the candidate and their goals, motivations, and "wish list" of workplace amenities, you can slowly build up to a moment when the candidate is interested in changing companies - and you'll be the first person on their mind.

Want us to do the legwork in this process? Discover Candidate Sourcing, where we take a list you (or we) provide and call to engage with each candidate on your behalf.

Tip #2: Act Quickly!

The sooner you use the research provided, the more accurate your information will be. Therefore, you will have a better chance of encountering candidates who are qualified for your role when you act quickly. While a portion of the information can stay the same, many people change jobs and roles over time.

Since your research has a shelf life, it is intended to be used as soon as possible, as accuracy is promised on the day of delivery but is likely to change over time.

Tip #3: Get to Know the Person Behind the Resume

When you do get a potential candidate engaged – don't tell them you have a 'great opportunity' to discuss with them. You've never talked with this person; you don't know what a great opportunity is to them yet. Instead, get them engaged in a conversation regarding their career goals. What they like about their current job. What they don't like about their current job. Where they want to be in five years, etc. Then figure out if the role you want to discuss with them would be a good fit or not.

Every candidate wants to be treated like a human being who has value. Give out positive energy and you'll get the best results in return!

Tip #4: Use a Variety of Methods to Connect with Candidates

Use a variety of methods to reach each candidate. Not everyone responds to one method equally. Knock on every door, so to speak. Call, text, email, InMail, etc. (multiple times). Leave voicemails; it sets you apart from most recruiters these days. This demonstrates an actual human is reaching out to them, not some AI script.

Learn more about ATS systems to keep track of each interaction.

Tip #5: Be Patient

From our recruiters' experience, we've seen that it can take double-digit attempts to get a candidate engaged. So, patience is part of the process when you want to get the attention of someone who fits your ideal candidate profile. Note: If you can't spend that kind of time making calls, we can do that for you with hourly candidate sourcing.

Tip #6: Don't use AI for phone calls or important emails

Today people are highly sensitive to AI-generated content. While an AI-assisted social media post is standard, candidates won't appreciate AI involved with any personal interactions. Phone calls, emails, and touchpoints should be done by a human recruiter. Anything AI with these high-touch interactions take away from your authenticity.

Discover all our hourly recruiting research services that you can use at scale for a variety of business needs.

Tip #7: Find out what moves them.

When calling candidates about an opportunity, they rarely say yes the first time. But if you can get a conversation started and understand their motivations and needs, you can identify potential pain points or room for growth in their current situation.

From there, you can make them an offer that is an upgrade. Get to know their background and long-term goals. You can then show them how your opportunity aligns with their vision and needs. A simple way to start is to ask them to rate their happiness on a scale of 1-10. Many candidates we call give us a 7, but that means there is room to grow. Ask them what can make them a little happier? A higher salary? More PTO? Flex work? Ask them if you could improve these things, would they be interested?

Need to find out what your competitors are offering their current employees? Use Competitive Intelligence!

Tip #8: Have a short and long term hiring strategy.

The list of Research provided for current openings can also be revisited for future opportunities as well. Someone may not be ready now but may feel completely different a year from now. The best recruiters build relationships with candidates, and you can do the same by keeping in touch with candidates who may not be interested now but want to network with you and potentially explore opportunities down the road.

So while a list does have a shelf life, it can be nurtured and kept warm with some TLC on your end.

Tip #9: Always ask for referrals the right way

Referrals turn your recruiting research list into the "gift that keeps on giving." Instead of just asking a broad question like, "Do you know of anybody who might be interested?" make it specific. Instead, ask, "You've been in the industry for 'x' amount of years; who are your top three people you'd suggest I connect with"? That makes the list work for itself, and it costs nothing to do so!

When you get specific and guide the candidate to provide a simpler answer, they are more likely to give you quality responses. This removes the majority of decision paralysis and helps them think of more on-target people you can contact.

No time tor each out? Our candidate sourcing experts can!

Tip #10: Stay positive and reach out for help if you need it!

Reaching out to a list of candidates can be a daunting task if you're new to the process. Know that it takes multiple impressions for relationships to build, and trust the process. If you need help at any time, our candidate sourcers can take the weight off your shoulders.

Final Thoughts by Mitch Golob and Grant Hubbard

"Recruiting Research can give you the edge to engage with potential candidates that your competitors can't access. Our goal is to give you and your company the advantage in going to the marketplace to approach only the most relevant prospects. Happy hunting!

Mitch Golob, President & Founder of Corporate Navigators

"Success in recruiting isn't about chasing volume, it's about moving with purpose. When your outreach is driven by intelligence that identifies the right people, not just available people, you gain a decisive edge in markets where others are still guessing."

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