

# Step 4 – Candidate Qualification

More time is spent and wasted by consultants interviewing unsuitable candidates than any other activity. Before you invite candidates in to meet you work REALLY hard to qualify them against the client's job brief. Value your time as precious and choose only to work with people you believe you can place successfully. Question hard on an initial telephone screening to rule people out rather than booking in everyone you identify during a search.

It is the time spent with unqualified candidates that is the single biggest contributing factor to increased cost per hire!

If you are sure a prospective candidate matches all of the criteria included on your Job Brief then take the time to complete the following Qualification/Profiling form over the phone before inviting to interview.

Hi *Sarah*, my name is *Roy Ripper* and I'm a recruiter with *Sunshine Recruitment*. You were referred to me by *John Smith* (if not a referral then simply say you need their help) as we have an opportunity for the right person to - *describe opportunity*.

It is at a company that – describe company, market share, technology, growth etc  
The position is – title, reporting to  
They want someone to – describe 'need', outcomes, responsibilities  
Our client requires a – describe candidate, years experience required, discipline etc.

## 1. **Sarah, who do you know who can do this job?**

Who do you know that excels at this job?  
Who do you know that might know someone who could do this job?  
Maybe someone you left behind at your last company?  
Someone who is not getting along with their boss?  
Someone whose contract/project is ending?

If candidate volunteers themselves, go straight to Q3, if not continue with Q2.

## 2. **Does this position sound of interest to you?**

If yes, move to Q3, if no, continue with:  
Exactly what are you not interested in?  
Do you keep your eyes and ears open for a good opportunity?  
If no, go to CLOSE.

## 3. **When are you available?**

## 4. **What is your current base salary?**

## 5. **What company are you currently working for?**

What is your title and what do you currently do?

## 6. **Has anyone described a similar opportunity to you recently? Who, when?**

7. **Our client has some screening questions related to the position that I need to ask if you don't mind. The first question is...**

If their technical answers are no good, then say 'Unfortunately the responses you have given don't match with our client's required answers and therefore we are unable to present you to them at this time, however...' – go to CLOSE. If answers are on target then continue.

8a. **Remuneration Information**

You stated that your base salary is £xxxx, is that exclusive of all other benefits and/or bonuses?

So including the benefits and bonuses, your total yearly salary is £xxxx?

When is your next review?

How much was your last review worth?

**Bottom Line**

What is the minimum amount of money you would accept to change jobs at this time?

If the most I could get you was £xxxx (£1000 less than first response) would you accept the offer? Y / N

If the most the company could offer was £xxxx (£2000 less than first response) should I even bother presenting an offer like that to you? Y / N

8b. **Final bottom line**

So the minimum amount of salary you would accept to change jobs is £xxxx

9. **Motivation 1 2 3 4 5**

On a scale of 1-5, 1 being desperate to make a job change, 5 meaning you are not motivated at all, what number are you?

Please describe the position that you would be a number 1 for?

Why would you consider making a job change at this time? *Listen for but don't prompt - opportunity to grow, location, challenge, security, etc.*

10. **Knock out factors**

Is there anything that could prevent you from accepting an offer of (minimum) and starting in four to six weeks?

Have you interviewed anywhere in the last six months? If so, where?

What happened?

Were you made an offer? Y / N

If so by whom?

How much was it for?

Why did you decline?

Have you sent your CV to any other company within the past 60 days?

If so where? What is the status?

Are you expecting a promotion from your current company? Y / N

Are you expecting, or in possession of, an offer from another company? Y / N

Are you willing to relocate? If so, to where?

*If knock out factor arises, go to CLOSE.*

## 11. Something to sell

*Sarah*, I don't want to present you to my client in terms of a title, duties and specifications. Tell me about yourself. What are your career goals? – short and long term. Where do you see yourself in three / five / ten year's time? What are your personal goals? What do you do in your spare time?

### **Re-describe the job and then ask:**

What do you think you can do for my client? How can you add value to our client?

How can you accomplish the objectives of the position?

### **Ask for specific achievements and accomplishments which verify the preceding answers.**

What did your work result in? (increased sales / decreased costs etc)

How were you measured in your salary / performance reviews?

What criteria were used?

Which company would you most like to work for and why?

Are there any companies you would not want to be presented to and why?

### **Run counteroffer scenario to candidate:**

*Sarah*, I'd like to present you to my client. I think you are a good fit. However before I do, I'd like to know just one thing. Let's suppose I meet with you and subsequently present you to my client. I like you, the like you, you like them and they make you an offer of a minimum of (bottom line) £xxxx. You accept the offer and resign from your current position. Let's suppose your current employer comes back with a counteroffer of equal or greater value than my client. What would you do?

*Now shut-up and listen! Don't prompt! Listen for a reconfirmation of the person's initial reasons for changing jobs – not money, but challenge, opportunity, technology etc.*

## 12. Do you have an updated CV? Please email it to me TODAY!

### 13. Arrange interview

What times are you available to come in this afternoon or tomorrow?

*Sarah*, we are located at xxx on the xxx floor. Do you know how to get here?

When you get here you will be greeted at reception and asked to fill out the following forms – *describe each form and its purpose*. These forms will take approximately xx minutes to complete. Please dress as you would for a client company interview and bring another copy of your CV including a description of your current position.

Do you have any questions?

Thank you for taking the time to share this information with me, I look forward to seeing you on date at time.

### **CLOSE**

Would you be interested in being contacted for other positions which may be more suitable to your background? Y / N. If YES, ask them to describe what that would be and continue. If NO – thank them for their help and help and say good bye.

*Sarah*, thank you for your time. Do we have a current CV on file for you? If not, please send one so we can update/input your details on our database. We will contact you as soon as a suitable position arises. I look forward to speaking to you again soon.