

KEY QUESTIONS FOR RECRUITERS CONDUCTING OUTREACH

Organization	Message
<p>① Where are we best known? Recruiters should focus on candidates that will have some knowledge of their organization.</p> <p>② How transferable is the skill set of the person I am contacting? It is easier to get candidates to change industries if their skill set is transferable.</p> <p>③ How willing would candidates be to relocate? It is harder to get candidates to relocate if their skill set is transferable.</p> <p>④ What do I know about the family situation of the contact? Younger employees without children are more willing to relocate.</p>	<p>⑤ What opportunities can my organization provide that their current organization can not? After compensation, candidates are most likely to respond to outreach based on opportunity.</p>
Events	Messenger
<p>⑥ What negative events have recently happened at their organization? Candidate interest dramatically increases after a negative event has occurred at their own organization impacting their job security.</p>	<p>⑦ How much do I know about the job that I am contacting them about? Whoever reaches out must have job knowledge.</p>

Source: Recruiting Roundtable research.