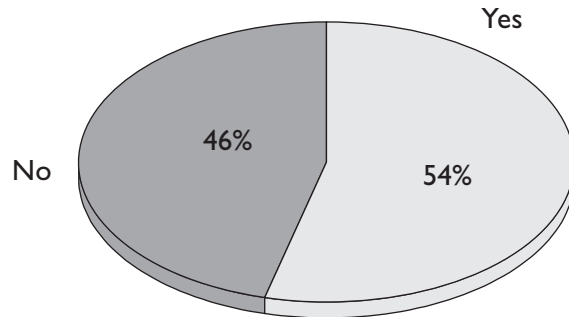


IT IS ALREADY HAPPENING

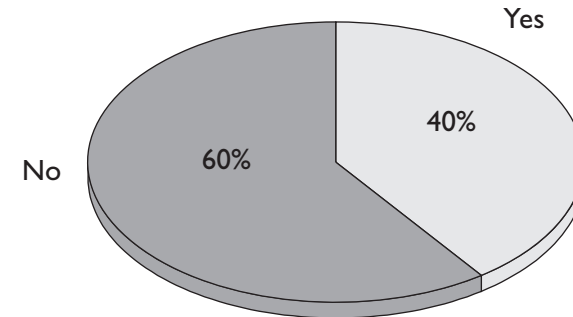
Across all levels in the organization, employees are maintaining relationships with recruiters at other organizations

Are You Maintaining a Relationship with a Recruiter from Another Organization?

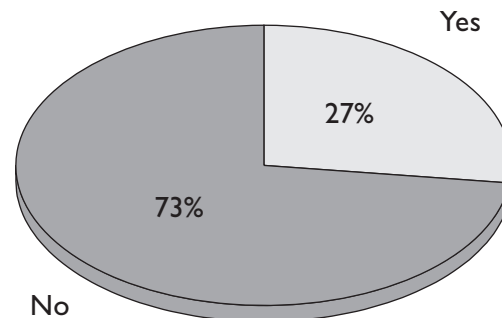
Senior Executives



Midlevel Managers



Individual Contributors

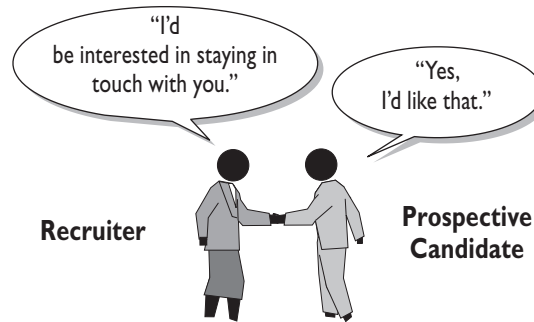


Source: Recruiting Roundtable Building Talent Pipelines Survey; Recruiting Roundtable research.

REMEMBER WHEN (WE LAST TALKED)

Prospective candidate relationships need to be cultivated over time

Initial Introduction



Six Months Later

Lack of Recollection



Stale Information



Missed Opportunity



Source: Recruiting Roundtable research.

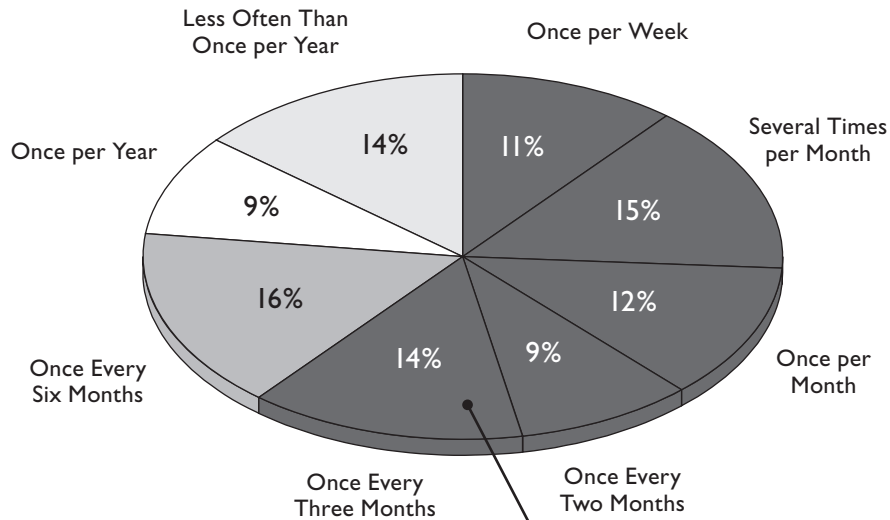
HOME IS WHERE THE JOB IS

Passive candidates are receptive to frequent contact from other organizations about job opportunities...

...and would prefer that contact be made at home

How Frequently Would You Like Other Organizations to Contact You About Job Opportunities?

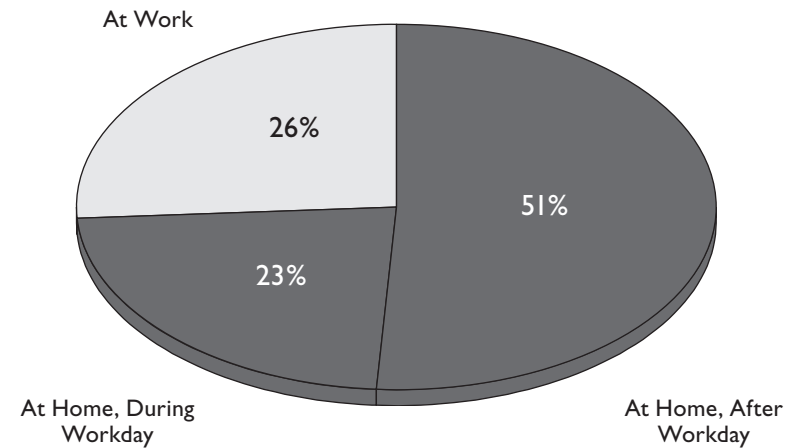
Passive Candidates*



At least 60% of passive candidates want to be contacted at least once every three months.

When Should Organizations Contact Potential Candidates?

Passive Candidates*



* Passive candidates are defined as individuals with Active–Passive Scores below 40.

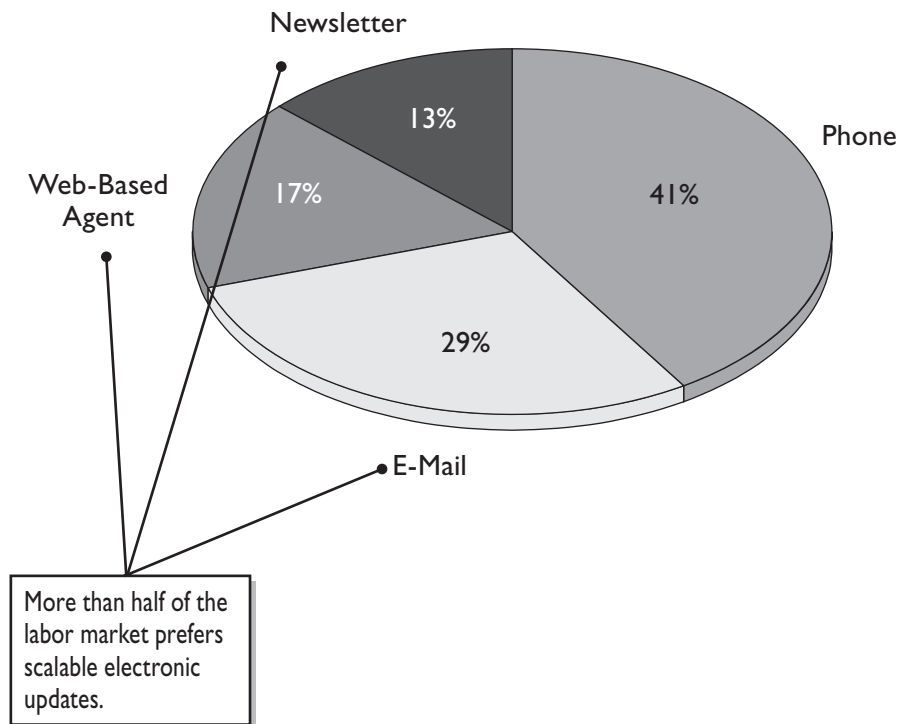
Source: Recruiting Roundtable Building Talent Pipelines Survey; Recruiting Roundtable research.

“PERSONAL TOUCHES” ARE NEEDED TO KEEP CANDIDATES WARM

Passive candidates generally prefer phone-based outreach, but are open to other channels of communication

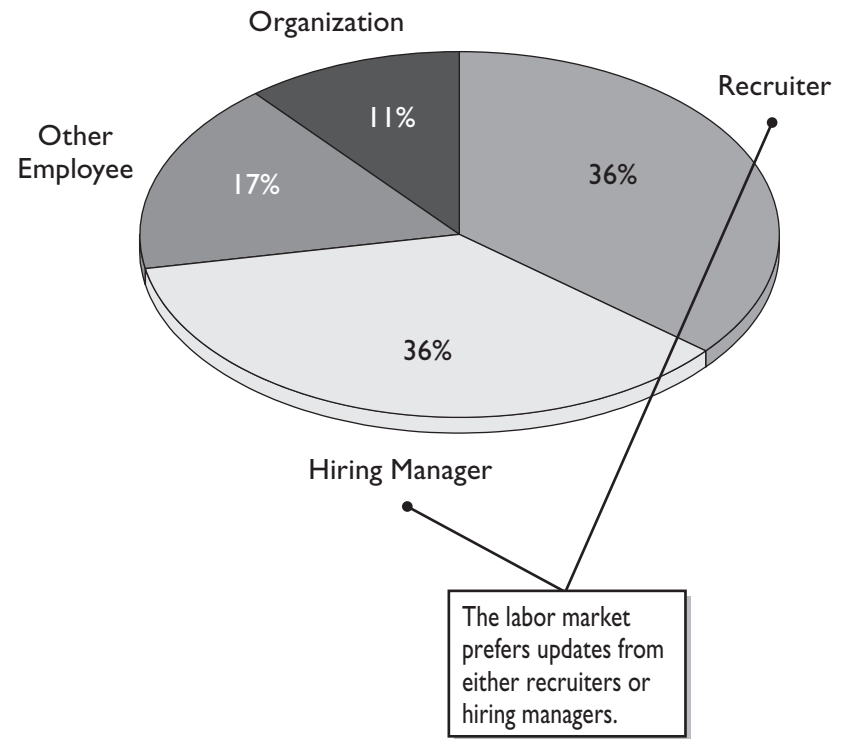
How Would You Prefer a Potential Employer to Update You?

Passive Candidates*



From Who at the Potential Employer Would You Like to be Updated?

Passive Candidates*




* Passive candidates are defined as individuals with Active–Passive Scores below 40.

Source: Recruiting Roundtable Building Talent Pipelines Survey; Recruiting Roundtable research.


DESIGNING RELATIONSHIP STRATEGIES

Keep prospective talent engaged with compelling collateral...

Four Principles for Crafting Outreach Collateral



Differentiation
What factors make your organization stand apart?



Persuasion
How can you make your offer relevant and convincing to candidates?



Targeting
Are the right people getting the message?



Recall
Will this content be memorable?

...while maintaining two essential goals throughout the cultivation period

Goals While Cultivating Talent Pools

The “Soft Sell”

Objectives:

- Increase interest in the organization
- Build interest in specific positions

Script Tactics:

- “I know you’re interested in _____, let me tell you about our...”
- “What you may not be aware of is our...”
- “Our employees are really excited about...”

The “Subtle” Selection

Objectives:

- Learn more about the quality of the prospect
- Identify conversion factors—positive and negative

Script Tactics:

- “You have a very interesting background. I’d like to hear more about it...”
- “Can you tell me more about [specific experience]? That sounds really interesting...”

CONTINUOUS SELLING

“We need to build relationships with talent that can survive over time so we can act quickly when needed. In order to keep potential talent interested though, we need to build their excitement about our company.”

Head of Recruiting
Manufacturing Company

Source: Recruiting Roundtable research.