

Matching Candidates - Activities

When you believe a candidate is a good match for a job (and the job is a good match for them) it is important that your candidate can see, hear and feel this too.

How we demonstrate the match helps to cement in the candidate's mind their preferences for this job, compared to others they may be looking at. This becomes the fabric for how we then nurture and build commitment through the closing process to increase the probability of success – job offered, accepted and started.



Key activities to complete:

Download the Presentation Techniques guide to your desktop

Review your current candidates in play – how many of them currently see the role you have as their role of choice? How do you know?

Create a balance sheet for each candidate – left hand side what you know is important to them in their next role and why plus how the client is able to provide it. Right hand side, what the client is looking for in their next hire and what evidence you have that the candidate is a match. Ask yourself – does my candidate have the same level of clarity as I do as to why the match is so strong?

Set your objectives for the next time you are due to talk to each of these candidates. What do you need to do to share and reinforce your perceptions of the match?

Discuss with your manager the level of match between candidates and jobs you're working on. What could stop these candidates accepting if offered? There will always be something that could prove to be the dealbreaker.