

Core technique:

Good presentation, as we saw in the video, requires us to focus on sharing with relevance why we believe that the job is a good fit for the candidate.

To do this effectively we need to ensure we know what is most important to the candidate BEFORE we share any detail about the role. We don't want our description of the job or client to taint what they think we want to hear about their definition of the right role.

STEP 1

Question:

"Talk to me about what is most important to you in your next position..."

Let them talk. Follow up with:

"...and what else?"

Probe answers to understand more about their motive:

"Why is that so important to you?"

STEP 2

Summarise:

Deliver a summary of what your candidate has described to you. Set the frame with them so they know what and why you are doing this:

"Let me make sure I am clear on what's important to you and what you really want from your next position...so we can agree next steps and ensure the role is what you want"

Now summarise.

STEP 3

Present the role and opportunity based upon what they've said is important to them.

Share everything that you know about the client that helps the candidate see you've listened and can hear the match between what they said they wanted and what is available for them in the role.

STEP 4

Close on action. Move forward with certainty that the candidate is on the hook.

Refining your presentation skills:

The following will all help you to bring to life the jobs you work on with the candidates you talk to. Applying your own passion and enthusiasm will rub off on the candidates you talk to and increase their belief in the role. Here are my top 10 ways to improve the quality of your presentation:

1. Believe in what you are saying and sound like you are excited for the candidate. Even saying “I’m really excited for you, because...” tees the candidate up with anticipation
2. Draw pictures and get the candidate to use their imagination – in fact, the first step in achieving something is to imagine doing it

“Imagine working in a company where..”

“Picture this..”

“Let me paint you a picture as to what life is like at...”

3. Make it easy for the candidate to digest. Less is often more

“There are three primary reasons, based upon our conversation, that I think this is a good fit..”

“One of the things you’ll really like is...”

“If you have a pen to hand, feel free to make a few notes...”

4. Screenshare with Teams or Zoom. Show them visuals from the client’s website or the core content of the job. Show them their products or projects. Make it more immersive for the candidate.
5. Sell the sizzle and not the sausage. What’s the experience of working at the company like? What can you do to show them that what they want is truly available. Glassdoor reviews from other people that reinforce what the candidate wants increases social proof.
6. As you create your match based presentation start with the company, then the team/projects and finally the role. Get them interested in working for the company first as this is unique to the job. There could be multiple jobs other there, but only one version of this company.
7. Invite them to ask questions. Questions will help them to feel more certain and will also highlight to you specific points of interest (or concern) about the job.
8. Use tag questions to keep them involved:

“how does this sound so far?”

“does that makes sense to you?”

“sounds good, right?”

9. Make sure the content you send via email backs up what you’ve said on the phone. Sharing a job spec is fine, adding more in terms of links to press releases, websites and reviews all adds more zing.

10. Get their commitment to move forward.

“based upon what we’ve discussed, what could stop you moving forward?”

“when would you be free for an interview in the coming days?”

REMEMBER – all the candidate has to be able to make a decision is what you choose to share. All the candidate has to decide if they should get excited or not is you and your presentation skills. Let’s get candidates interested, excited, on the hook and into process.