JON
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# The **10 Recruiting Technology Tools** That Allow You to Work Smarter

THE SIMPLE METHOD
OF **WORKING SMARTER**

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As world communication mediums quickly move toward faster communication methods, we all need to realize the impact technology is having, not only on society but on our profession as well. Adopting and using these changes can be a very daunting task. As recruiters, we need to ask ourselves – "How can I use these new technologies to achieve the greatest impact?" And, "Which ones do I use when there are so many options to choose from?" We all want to spend more time on the important things in our lives, and less time on the not so important. It is critical to assess the options based on what will give us the greatest return on our investment in the limited time that we have.

The good news is that technology provides the recruiter several options that can significantly improve daily output when used appropriately. Consider the following ways that technology can be used to work smarter rather than harder:

### 1. DATABASE MANAGEMENT/CRM
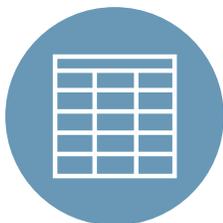
In most offices, the Database software is the most important tool used in recruiting. Many of these, however, are laden with inefficiency. I recently did a mass email to one of my markets in my database and found out that over 15% of the email addresses needed to be updated. (Garbage in, garbage out) - If you don't continuously update, it will continuously be outdated. An efficient way to save time with your database is to create "PURE" lists or separate "PURE" databases based on certain criteria. It could be based on industry, job title and location. Or, it could be on specific skill and location. By working with "PURE" roll up lists or databases, less time will be spent calling and trying to get a hold of candidates with incorrect information. In my office we use databases based on skill set as well as geographic location. When I get a search for someone in a specific area, I can simply search that database (during planning time after 4 pm) and refine the call list for the next day. The "PURE" database will save a tremendous amount of time allowing you to find the right candidates faster. It works equally as well in creating a "PURE" marketing list so no time is wasted calling the wrong people or the wrong numbers. If you don't have separate "PURE" lists or a clean database, start creating it today.

### 2. COMMUNICATION TECHNOLOGIES
(PHONE, CELL, SMS, IM, EMAIL, MICROSOFT APPT)

The most critical aspect of the recruiting business is the ability to speak with a potential client or candidate and have a live conversation. Even with all of the sources available today, it is still one of the most challenging tasks. We live and work in a world where it has become ok not to return phone calls or emails. An average recruiter spends about 70% of the day trying to get a hold of people. If a recruiter is simply using a land line and voice mail for communication today, it's going to be a frustrating and short-lived career in recruiting. Older styles of communication will yield very low results. The goal is to increase the time for direct contact communication and reduce

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the voice mail messages to 25% or less. It is imperative that recruiters utilize technology to exhaust all methods of communication to insure contact is made and the message gets to the recipient. If 75% of the day is spent in direct conversations with candidates and clients, it would save time and increase results dramatically.

The ultimate goal is to have a live conversation in order to build a relationship. To make the most of your time it is also important to have a consistent process in place that utilizes all resources available to you.
For example, our process is this:

**A.  Intro Email:**  We send a two sentence email out to our "PURE" call list the day before we call to let them know we will be reaching out and why.

**B. Phone:** We call and try to get them on the phone – leave a very interest grabbing voice mail if they do not answer. Very short. Very sweet.

**C. Email:** Send an email subject line: Follow Up. Short email that describes why we are calling and asking for a 5 minute appointment.

**D. Call the cell phone:** We call the cell to try to get a hold of, leave a voice mail if they do not answer (short and sweet) and reference the email that was just sent.

**E. Send a text message:** If it's a candidate we send a text message – letting them know in 15 words or less that we need their help, it's a time sensitive issue and we need an appointment.

**F. Send a social media message:**  We then send a message through our accounts at Facebook and LinkedIn. It could be any social media where your target is a member. This nets very quick responses. As social media continues to grow at a rapid pace, communicating through them is becoming very fast and effective.

**G. Send a Microsoft Appt:** Using Microsoft Office to set an appointment works - but only when you have a good idea there will be interest on the other side for a conversation.

The goal is to get a voice conversation. You can't build a relationship over email. By implementing a process that uses all technologies to get a hold of people, it allows you more time communicating with the right people.

**3. ALERTS:** CANDIDATE, CLIENT AND KEYWORD (NEWS)

We are in the age of information. The more you know about your market, your clients, the candidates who are looking and the organizations that are hiring, the greater advantage to you. Technology has allowed us to get free information on just about anything.  For a recruiter it is important that you capitalize on this by using alerts. Alerts allow you to choose the specific type of information that you want to see and deliver it to you automatically.  Alerts can be set up to tell us anytime a piece of information is posted that we want to know about. For example:

**A. Key Word Alerts:**  Use key words that apply to your industry or specific area of concentration to get news items that come across the net. My news or key words are "Epic" and "Cerner" so any news item that comes across the net and is related gets emailed to me directly once a day. This will give you "insight" that allows you to share the information with clients and candidates, giving you added value.

**B. Candidate Alerts:** Candidate alerts can be set up on all the major job boards. That means when a candidate posts his/her resume on the job board, that alert will automatically create a link for you to view that resume. It allows you immediate access to new candidates who have just come to the market. You can quickly call and get them in on your current opportunities or market them appropriately.

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**C. Job Alerts:** All the aggregators and job boards have the ability to set up job alerts. These alerts let you know when a job is posted that matches the criteria that you have selected and which organizations are hiring for what type of positions. This allows you to know what is happening in your market on a daily basis.

**D. Change Page Alerts:** These alerts let us know when a specific page has changed on a web site. If you have a major client that posts jobs on a specific job page, you can set up www.watchthatpage.com to alert you when new postings have been put on that page.  It can help you get a head start on working on critical searches for clients or prospective clients.

**4.  JOB AGGREGATORS:** (WWW.INDEED.COM, WWW.JOBSTER.COM, WWW.SIMPLYHIRED.COM)
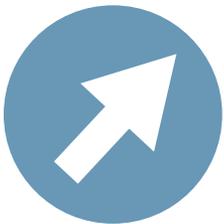
If you plan a fishing trip, wouldn't you want to go where the fish are? The job aggregators compile open positions from all over the net and put them in one place for you to search.  The advantage for the recruiter is they can see who is hiring right away.  By using a key word search, we now have the ability to pull up most of the positions that are posted on job boards or websites. We can then take our "A" player candidate and market them directly into those organizations based on the job opportunities they have posted.  Job aggregators also help to provide valuable insight in to your market, based on who is hiring or not. This allows the recruiter to save time in planning and marketing.

**5. SEARCH ENGINES:**
(GOOGLE, BING, YAHOO, ETC.)

Using specific search strings, everyone has the ability today to find about anything that is on the net. Whether it takes the form of backdoor entry into all candidates on LinkedIn or to finding resumes in every file format, the search engines provide a valuable resource to accessing the detailed information you are seeking.

A good use of search engines is for:

**A. Finding those hidden "A" players using specific search strings.**  This is an important part of our research process in our office.

**B. Locating contact information:** If we have client names and locations (such as we find on LinkedIn) we use the search engines to locate phone numbers and address information to make the phone calls.

Search engines allow quick access to detailed information that is necessary to make productive calls.

**6. PUSH AND PULL MARKETING FOR CANDIDATES AND CLIENTS** – TOUCH PLANS

In order to make your marketplace and "Pure" databases more productive, it is imperative that there is brand or name recognition. This is achieved by conditioning the individuals that you reach out to with consistent messages and images to establish familiarity. Staying in touch on a regular basis is a good way to getting faster and higher quality results. Every six weeks we send "Value Added" information to our candidates and clients. For our candidates we send a "Hot Jobs" list of openings that are relevant to candidates who are qualified for them. When candidates see this they can let us know if they are interested in one of the positions or they have the ability to forward to other interested individuals. With clients, we send out information on their marketplace, hot candidates currently available or any insight to add

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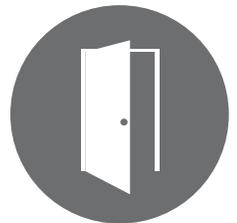
value to their jobs. This process creates a consistent touch plan. Our candidates and clients expect to see this information and it gives us creditability allowing for future communication.

### 7. SOCIAL MEDIA – BRAND BUILDING SOCIAL MEDIA – FACEBOOK, ETC.
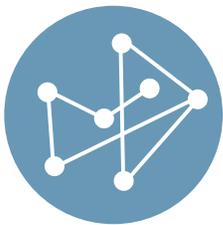
Social media is one of the hottest topics of discussion for assisting in building a brand and recognition. By using tools such as Facebook and Twitter, it allows others the ability to quickly "Check" you out to gain trust and to communicate. These tools allow you to share information to your target markets to keep them informed and coming back for the latest updates. They provide a great resource for sharing instant information with your network. It also helps to expand your network and find others through key word searches. More importantly, social media helps to build relationships by creating commonalities and putting a face with a name.

### 8. BLOGS

Blogs are another great tool to use for sharing information with your target market. Recruiters can provide value added information to clients and candidates such as job descriptions, ways to improve hiring processes or how to find "A" players. You can also build value by sharing content rich information such as industry news and links. Blogs help you to build a reputation as an expert rather than "just another recruiter." If you can get your candidates and hiring managers interested in your blog and you provide valuable information to your target market, your status of how you are viewed often changes.

### 9. LINKED IN

LinkedIn is an amazing development that has made a significant impact on the world of recruiting. It helps the recruiting industry to make more placements. By developing and expanding a personal network of professionals, you have potential access to a database that just surpassed 100 million individuals. The advantage with this resource is the opportunity to find the true "A" players that may not be looking for a job. You have the ability to stay in touch with former, valued and trusted clients as prospects for potential future hiring. Since you can actively search for candidates among LinkedIn members by searching keywords – it allows you to find people faster – even if they are not on a job board or resume database somewhere. By joining groups in your industry, you can fine tune your networking to only those individuals within that specific area. It is important to maximize your groups on LinkedIn by joining groups at LinkedIn. There are also tools that you can purchase with LinkedIn that help you find candidates outside of your network faster. People seeking employment can also search LinkedIn free of charge. This is one technology that every recruiter should be intimately familiar with.

### 10. GOING MOBILE

It's a fact, the world is going mobile. People want to have the ability to have access to information on the spot and the ability to communicate at any place at any time. The more ways you can take advantage of cellular in your communication methods, the more success you will have. Don't be shy, dial the mobile phone first, send text messages, pictures, etc. The facts speak for themselves:

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- 72.2% of wireless users have paid for SMS packages = 203 million Americans
- There has been a 107% increase in text message use in the USA in the past year
- 2.5 billion text messages are sent each day in the USA
- SMS has a 92% read rate

New apps for mobile phones are being developed daily for job applications, searching job boards, using social media, responding to emails and much more. As a recruiter you have to keep abreast of the latest tools and use them to capitalize on the opportunity. The more you can get information to the mobile phone, the higher the response will be and the greater your results. This speed of adoption of mobile applications and technology will only continue to increase at lightning speeds.

It can be very daunting choosing which technology is best to use for your organization. A good way of determining the value of the tool or resource is to evaluate it based on the following three components:

1. Does it give us access to "A" players not available with existing technologies?
2. Does it save us a significant amount of time?
3. Does it lead to more placements?

Technology's greatest asset is allowing the job to be done faster with greater efficiency. Make the decision today to work smarter and spend more time with the things in life that are most important to you. Utilize technology to help you get there. Isn't about time you got your life back?

## JON BARTOS

Jon Bartos is a premier writer, speaker and consultant on all aspects of human capital and achievement. As president and CEO of Jonathan Scott International, he has achieved industry-leading success. He is one of an elite group of executive recruiters who have billed over $1 million annually. In a 10 year period from 1999 to 2009, he cashed in over $10 million in personal production. Jon has established Jonathan Scott International as a top 10% executive search and contract staffing firm. The office has won over 17 international awards in the MRI Network, including International Billing Manager of the Year and Top 10 SC Office. Jon also competes nationally in Masters Track and Field and is a three time National Champion in the Pole Vault. Jon's passion for success led him to develop Magnum, a personal coaching program focused on helping others reach new levels of personal and professional achievement. Jon recently launched www.jonbartos.com to assist those in the recruiting industry achieve their maximum potential. If you or your organization are ready to take it to the next level, contact Jon at 513-701-5910 or jon@jonbartos.com.

## COOL TOOLS FOR RECRUITERS

**Pipl** - A query-engine that helps you find deep web pages that cannot be found on regular search engines. Unlike a typical search-engine, Pipl is designed to retrieve information from the deep web. Their robots are set to interact with searchable databases and extract facts, contact details and other relevant information from personal profiles, member directories, scientific publications, court records and numerous other deep-web sources.

**Whitepages.com** – WhitePages is the leading provider of contact information for people and businesses in the U.S.

**LinkedIn Jobs Insider** - This is a simple tool that downloads a toolbar that works with LinkedIn and also 7 other job boards including Dice and Monster. It also directs you to other people you are connected with that potentially fit the job spec. This tool makes it easier to share information among contacts thus providing greater probability of networking on a particular position.

**Branch Out** - On Facebook. This application has an easy share function and allows you to see who you know that matches the job within FB.

**Jibe.com** - Jibe is an application that works within both Facebook and LinkedIn, in much the same way as Branch Out. Because this covers both channels in one you get a wider range of search results, with the same functionality. Jibe also looks to be a little bit friendlier in terms of Facebook user etiquette.
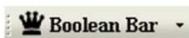
**Boolean Bar** – Supplies more than 100 pre-constructed Boolean searches for recruiters. Just change out the keywords and/or location to further define your search.

**Versionista.com** – A website change tracking service that emails you when target sites change their content. After you have reviewed the changes on the site, it will then show you a side by side comparison. Good for looking at customer or prospect employment pages, management team pages, etc.

**Twepe.com** – A Twitter to email service that centralizes your social media activity around your email inbox.

**Followerwonk.com** – Allows you to search bios as well as do Twitter account comparisons. It can be either a very simple keyword search or a more complex, detailed SQL full-text search (using the documentation available on the site).

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## COOL TOOLS FOR RECRUITERS, CONTINUED

**www.mozilla.com** – Firefox search engine. Get to your favorite sites quickly – even if you don't remember the URL's. Firefox makes internet browsing easier and more efficient.

**www.webferret.com** – WebFerret allows you to search the web quickly and thoroughly by instantly submitting your search string to multiple search engines. All of the results are displayed in a single concise window. Built-in filters make sure your results only include resumes, or news about a particular competitor company or industry niche.

**www.smartrecruiters.com** – Smart Recruiters is pre-integrated with many free boards, social networks and job boards to find the best candidates right at your fingertips. This site allows you to easily share your jobs on Twitter, Facebook, LinkedIn and over 100 social networks AND their 'Quick Post' functionality creates and broadcasts jobs very easily. In just two steps you can create a job and post it to your career site. Smart Recruiters will automatically broadcast it to the Internet's top free job boards and job aggregators. Best feature? It's free!

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