

## RECRUITER STRATEGIES

- Make it easy for recruiters to find you
- When a recruiter calls, ask key questions to decide to work with him/her
  - *Who is the employer?*
  - *Are you employed in the HR department of the employer whose job you're trying to fill? Or, are you a third party?*
  - *Can you give me proof you are authorized to recruit for the employer?*

Make it easy for recruiters to find you

- Write articles
- Take on big projects
- Give presentations
- Be active in trade and professional associations
- Serve as an expert source for the media
- Be active in your community
- Serve as a guest lecturer or adjunct professor at a university or community college.
- Cultivate a professional online presence on LinkedIn, Twitter, and Facebook
- Consider your own Web site or blog to disseminate your thought leadership

Ask key questions as you decide whether to work with the recruiter -

- Ask what recruiting firm the headhunter represents
- Ask about his or her experience with your industry
- Inquire about the recruiter's process
- Conduct research, including among members of your own network, to get a feel for the recruiter's reputation and decide whether to proceed with this recruiter
- Note whether the recruiter is a good listener. He or she is not working for you, but you do need the recruiter to understand your needs and desires.
- Ask what company the recruiter is recruiting for and the hiring manager name