



## The “Little Things” In Recruitment Could Make The Difference

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You are trying to woo those great candidates to come work with you on your team. You may even have identified a “great find,” the “perfect fit” for a very hard-to-fill position in your organization! You have worked hard to find that person, you have screened and done due diligence with background checks, and you have the interview scheduled for a couple of weeks from now. You are set, right?

Think again. In this day and age of Internet recruiting, chances are that several other companies have also found those prize candidates virtually and may also be looking at those you want with equally big hopes and expectations. This may especially be the case if they would fit particularly difficult-to-fill “seats on your corporate bus.” They are, after all, highly marketable. And they know it.

So, your job is to land those candidates. How do you do it? Treat them as you would the King of England! Make them feel welcome and comfortable. Here are a few tips – including many very inexpensive ones – that could make the ultimate difference in whether they accept *your* offer over the other three or four they may have on their desk.

In the spirit of equal opportunity, please remember that if you do some of these things for one candidate, you should do them for all.

### **Send in a Priority Mail box ahead of time to their home:**

- Send them a hard copy of the job description, the appropriate org chart, and company collateral materials. Yes, jobseekers are told to do research on the company, but by doing this, you make an impression regarding the importance of learning about your products or services.
- Provide your candidates with the kinds of “creature comfort” information that will help them feel comfortable during their visit. Gather maps, Chamber of Commerce documents, tourist attraction information, updates about sports events, shopping venues, even the small version of the local phone book. Send these along with a copy of the Sunday newspaper, which will usually have real estate and apartment listings.
- If your human resource policies allow you to send the application blank and any other formal documentation and materials to them ahead of time for completion, by all means do so. This allows them time to fill them out at their leisure and have them ready upon arrival, saving valuable onsite time.

## **Before they arrive:**

- If you are putting your guests up overnight, know the hotel personnel. Go there and check it out. Would you put your best friend there? Developing a relationship with the concierge or the front desk staff can pay off. When you make your guests' reservations, be sure that they will also be in a position to make a good impression on your candidates.
- Make a list of your favorite three restaurants, if they are arriving the night before, and leave it in an envelope for them at check-in with a "Hello" message.

## **Once they arrive:**

- How are your candidates being met at the airport? Rental car is very nice in many situations, but a personalized pick-up service might be better.
- Have a time at the beginning of their visit to go over the plan for the day. Make out a formal interview agenda for each of your candidates and use it to send out announcements to the interviewers via Microsoft Outlook. Not only does this put the schedule in their planners, but this shows the candidates that you are well prepared ahead of time for their visit. By giving the candidates both the names and titles of the folks with whom they will interview, it will make it easy for them to send follow-up notes. (I have a manager who especially monitors whether or not candidates pass her "Thank You note test.")
- If the interview day is a long one, please give your candidates a built-in break to visit the restroom and freshen up. Offer them water or coffee. Make them feel at home.
- Show them the work area where they would be likely to work.
- Introduce them to anybody they meet, including top brass as well as the administrative staff and the mailroom folks.

## **At the close of the day:**

- Schedule a wrap-up time with them. Did they get all of the information that they need?
- Let them know that they are welcome to contact you with any additional questions they may have. Heaven knows, even with the best preparations I have made in my time with interviews, I often come up with a post-interview question or two.
- Walk them to the door. Shake their hand and thank them for the gift of their time and energy to come and check you out.
- Go back to your desk and hand write them a thank you note and snail mail it to their home. You were glad they came; show it.

The bottom line for your candidates? Deciding to uproot oneself (and one's family) and move to an entirely different community, away from friends and familiar surroundings, is a major life-changing event. Make it easy for them to have all the information they could want about your hometown.

The bottom line for you? If you have done all of this, you have given it more than your best shot. Ask yourself this as you think of what you have done ... *Would you have been impressed if an employer with whom you were interviewing did the same for you? Would you have wanted to take this job?*

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