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“Working with Recruiters”

North Coast Job Seekers Presentation by

Dan Toussant

January 28, 2019



Companion PowerPoint Slides

also available on NCJS website
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“Working with Recruiters”

Dan Toussant

Working with job recruiters can be a very effective way to land your next position. But it can also be a tricky dance. Recruiters are looking for talented candidates to fill positions and YOU are talented. So it is a match made in heaven, right? Well... it might be. Or it might not be.

Dan Toussant is a recruiter who places executives and professionals in some of the best organizations in the nation. He will be sharing tips and skills from his own experience of how to best work with recruiters.

Dan expects this to be an interactive talk, and will provide you with ideas and tips as well as stories about good (and bad!) working relationships between recruiters and talented candidates. He will help you discern whether working with a professional recruiter might be a good option for you to explore in your own job search.

Dan Toussant, president and owner of [Dan Toussant & Associates](#), a Sanford Rose affiliate, recruits executive, managerial and professional talent for organizations based or conducting substantial business in Ohio and contiguous states. With the 2015 affiliation and membership in the Sanford Rose Associates network of offices, Dan Toussant & Associates became a part of the tenth-largest search firm in the world, and broadens its service reach from the primary focus of Ohio-based companies to a national and global footprint. With eight years in the executive search business and over 30 years as a Human Resource executive and internal chief recruiter, Dan and his team source and vet professional talent from the perspective of an external recruiter/partner. Two benchmarks of their metrics-oriented service business: speed and reliability. Speed? Two-vetted-and-qualified-candidates-in-14-days; Reliability? Every candidate offered a position accepts the offer.

Active as a leader and mentor within Toastmasters in northeast Ohio, Dan has earned the Distinguished Toastmaster award. He serves on a non-profit board serving people with re-entry and/or homelessness issues, and visits a detention center for incarcerated youth on a regular basis to share Toastmasters with the inmates, and as a church ministry. He lives with his wife Colleen in Canton, Ohio, and are parents of three grown children, and grandparents of three children.



A. Where Are You Now?

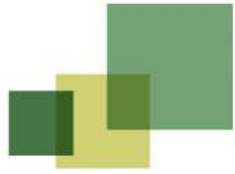
- 1) Working and nervous about company or industry:
 - a) The ownership is getting older, and there seems to be no clear succession plan. Or
 - b) there is a clear succession plan, and you don't like it. Or
 - c) you've heard on the QT that ownership might consider selling

- 2) Working yet not real happy:
 - a) you're working now, you've been doing what you do for a while. It's a company with a good product line or competitive service in the market. It's stable and not likely to be taken over in the near future. Yet,
 - i) you feel you're underpaid or you're working too many hours or
 - ii) your boss doesn't seem to value what you do.

- 3) Out of work: Today: You recently lost your job.
 - a) Your company was acquired, and the new ownership had someone who does what you do. Or,
 - b) Your group was re-organized, and you drew the short straw. Or
 - c) The company's owner finally turned over the company to his or her son or daughter, and they want a younger person in your role. Or,
 - d) you had a boss who for whatever reason was out to get you, and he or she finally succeeded. Whatever the reason, you're out of a job. Or,
 - e) you decided to retire and have now changed your mind.

B. What Have You Done to Prepare?

- a. Personal Marketing Plan
 - a. Vision statement: how many have a vision statement
 - b. Targeted industries
 - c. Targeted job titles
 - d. List of potential contacts: how many do you need?



- b. References
 - a. How many do you need?
 - b. Get as many as you can
 - c. Use judiciously

- c. Social Media Brand:
 - a. Facebook, Instagram, Twitter, Snapchat
 - i. Be careful of your brand
 - b. LinkedIn Profile Includes:
 - i. A GOOD Picture
 - ii. Identified Skills
 - iii. Endorsements
 - iv. Stories of success with chronology
 - v. Groups that you follow
 - c. Use of key words

- d. Resume
 - a. Spend a few bucks, or
 - b. Get a book on purposeful resumes
 - i. A good one creates an attractive snapshot
 - ii. One page
 - iii. Facts, not fluff

C. Are You an MPC?

How Many of You have been contacted by a Recruiter?

How many of you have called a Recruiter?

Do You Know what MPC stands for in the recruiter world?

What is a Most Placeable Candidate?

Ten Qualities of a MPC Candidate:



1. Do You Know 'Why You?'

- What Makes You Unique or Special?

- Me; 30-year HR Guy that Never Hired Recruiters
- Strategic Thinker Guy
- Managed consulting practice in a CPA firm, part of a senior management team of a hospital
- With engaged and retained searches, will have you two qualified candidates in 14 days

2. Do You Have Solid Examples of Work You've Done that has made a contribution?

- Use My HR background - ask, 'why do we need a CPA for your CFO role?'
- We Can Offer and Explain DiSC or Predictive Index Testing – not problem; can offer that to clients, if they want, to assess candidates

3. Do You Know the Role of a Resume Today?

- Top Half of First Page
- Include the chronology
- Snap Shot; Limit to One Page
- Describing Past Employers' Industry, Revenue Size, Public or Private, Context

4. In the Job World, Do You Know What It Means to Use Social-Media Wisely?

- No Party Pictures
- No Politics
- Minimize drama

5. What Are Keys to a Good Brand on Social Media?

- Keys to the brand: professionally comfortable, clear description of your strengths
 - Fit your role; if you're a Controller role, do you follow the *Wall Street Journal*; if you're in a manufacturing leadership role, are you endorsed by customers or team members for your effective leadership abilities?
 - Does your LinkedIn profile include *a professional picture*?
- If you're seeking a scientific role, do you have citations of your articles on your LinkedIn site?



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6. Do You Know How to Engage People in a Productive Conversation?

- Curious?
- Do You Listen Well?
- Do You Ask Good Questions?
- Do You Practice Your Story Often?

7. Do You Have a Story that Supersedes One Job Opportunity or Situation?

- Do You Have Multiple Situations Going On?
- Have You Considered Another Opportunity Recently that you can reference?

8. Are You Adaptable and Persistent?

- Have you changed jobs in the last eight years?
- Have you learned new skills in the last two years?

9. Do You Know What You Want from an Interview?

- Another Interview
- An Understanding of the Key Players
- Whether You Will Fit

10. Do You Know the Market Value of Your Role?

- Manager Role in Public Accounting today, \$75K base 25th% to \$140K 95th%
If You're Already at \$139K, know that a Lateral Move Probably the Best you can expect
- We Talk Money Ahead of Time
- If Interviewer Bring It Up, 'I Talked with Dan; He Assured Me You'll Be Fair.'
- Use the Recruiter to Get a Deal Done
- Include the chronology
- Snap Shot; Limit to One Page



D. What Should You Know About a Recruiter?

1) Know Their FILL

- a) F=Function: Finance: CFO's, Controller, Accounting Managers, CPA Managers and Partners; Community Bank Commercial Lenders; Mfg Finance and Sales Leaders
- b) I=Industry: CPA firms, banks, manufacturers, larger non-profits
- c) L=Location: Northeast Ohio, states surrounding OH: WV, PA, MI, IN
- d) L=Level: Manager, VP, and C-Level

2) Type of recruiting firm?

- a) Permanent only
- b) Permanent and Contract
- c) Contingent Only
- d) Retained Only
- e) Blend: Engaged, retained, contingent, or contingent/engaged exclusive search firm

3) What is their process?

- a) Resume and personal interview
- b) Resume and questionnaire
- c) Ask for References in advance
- d) Testing
- e) Your approval before submission
- f) Multiple simultaneous submissions until you land
- g) Ask for an exclusive with you

4) Would they share time-line to placement expectations?



E. What Would You Want from Recruiter?

- a) A Job
 - i) Maybe, maybe not
 - ii) Does he work in your industry, your function, your job title?
- b) A Partner
 - i) Is he or she positioned to market you?
 - ii) Can you give them two weeks?
- c) Market Information
 - i) Can he inform you of best opportunities to consider?
 - ii) Where he's placed recently; what he's seeing

F. What Does Recruiter Want From You?

1. Clear focus on What You Want.
2. Valuable contributions quickly explained
3. Proper Social Media Posture
4. Curious Conversationalist
5. Lots of Conversations Happening
6. A Good Learner, Adaptable
7. Know Your market value, what money you need
8. Great, great persistence and exceptional positivity

G. Final Thoughts