

HEADHUNTING IN 15 MINUTES

8 KEY METHODS OF EMPLOYEE SEARCH

Do we always need an executive search? Automated recruiting to make the search easier. Standards and key differences between Executive Search & Headhunting. Agency or HR? Executive search - is it appropriate? How do the most expensive TOP managers (Top-25 Forbes list) seek employment? 3 key skills of a headhunter.

12 HEADHUNTING RULES

Speed. Speak easier. Everyone owes you. No to rejections. Do not give anybody the chance to think over. Build a contact database. Gleb Zheglov's rules. Make a candidate talk. It is profitable to be honest! Sell the next step, not the job. 100% effective adjustment. Edge effect.

7 STAGES OF EXECUTIVE SEARCH

1. **PROFILE.** Who is who? How to understand who is required? Script for drafting the candidate's profile. 5 tips for overcoming barriers to receive information from an internal customer.
Practical exercise: "The profile Matrix"
2. **LONG LIST.** Donor companies. 8 steps of the search scenario. 2 methods in 60 seconds.
Practical exercise: "Long list based on the real position."
3. **LEGENDS.** "Storming the fortress". 4P principle in Executive Search. Effective texts for negotiations. Legends: Letter, Our secretary, Forgot, Sales, "April 28th", reference request, etc. Special technique to overcome the barriers. The secret of the 25th acoustic frame effect.
4. **SECRETARY.** Overcoming the fear of the first phone call. Script of the dialogue with a secretary. How to get around "How can I help you?", "How to introduce you?", "You aren't in our database", "Unfortunately, corporate rules do not allow me to connect you" and etc. Challenging questions and proper comments to tone down the situation.
Practical exercise: "Team headhunting."
5. **CANDIDATE:** Motivate or lose! 3/30 rule. How to sell the vacancy at a higher price? What are candidates afraid of? 3 main fears and how to deal with them. 4 elements of the dialogue with a candidate. Potanin's formula.
Practical exercise: The first dialogue with a candidate
6. **SHORT LIST:** Universal approaches for "buying" the candidate. Examine the candidate's motivation. How to motivate with something besides money? How to make the internal customer agree for prompt meetings? 4 steps to make a candidate agree on a lower compensation.
Practical exercise: "Other way to motivate"

7. HIRING

How to be sure that “yes” means 100 percent yes. “Friday 5:30 pm” syndrome. Job Offer as extra motivation. 2 cases of remotivation.