

# HVC SELL IN CALL PLAYBOOK

Selling in a candidate (particularly a High Value Candidate) is a great way to demonstrate capability and gain traction with decision makers. There is an art to getting it right. As with many things, to master the tool you need to focus on how you use it and ensure you impress on your point of contact why the candidate is a contender, rather than why the candidate would want to work for the client.



## THINKING TO ADOPT

- In any market, good people are highly prized as they add value and increase productivity
- Post Covid teams are likely to be leaner and therefore attitude and capability are critical
- Busy managers may not have had time to fully define what they need to hire and can create positions for good people
- Companies that have 'what' problems solve them with 'who' solutions

PRE-CALL PLANNING	GOAL	POTENTIAL HAZARDS	ADVANCES
<p>Pick the right candidate – someone who has achieved and you can document impact</p> <p>Rehearse what you're going to say – keep it simple and punchy</p> <p>Describe them as an individual rather than a candidate</p> <p>What are you going to email after the call?</p>	<p>Present your HVC as an achiever and a value proposition</p> <p>Qualify future hiring plans and how they would hire for a sudden need</p> <p>Refine the avatar of a good hire</p> <p>Get a job on and/or an interview for the candidate</p> <p>Referral to another manager who hires these people</p> <p>Map team structure</p>	<p>No time to talk – Book slot or reframe the importance of now.</p> <p>Reconsider your intro, are you inviting this rejection?</p> <p>Not hiring at the moment – When will it be tabled?</p> <p>What about reactive hiring? Leavers? Sudden changes in workload?</p> <p>Why not more of a talent pipeline mentality? Trial them for the future</p> <p>Wrong type of candidate – who would be right?</p> <p>What happened in your planning?</p> <p>Prefer not to work with agencies – How do you hire? What frequency? What's the contingency plan? How do you maintain the attention of your candidates when the market is so volatile?</p> <p>Can't get hold of them – use the waterfall – try at a different time of day. No message.</p>	<p>Progress to Zoom meeting to complete a discovery call</p> <p>Review CV with intent to feedback on quality</p> <p>Future job or new job! (have job forms to hand)</p> <p>Get referred to another manager</p> <p>Define a future sell in</p>



## QUESTIONS

- How does the person I describe sound to you?
- How do they compare to your team?
- Where could they add most value?
- What is your current approach to the return from Lockdown?
- What are your biggest challenges currently?
- How would you deal with a sudden, critical hiring need?