



**WHEN YOU NEED TO FILL A CRITICAL POSITION**

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# **The Difference Between Job Applicants and Recruited Job Candidates**

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**PROFESSIONAL  
PLACEMENT  
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**Your Regulatory, Clinical, and Quality Experts**

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## **JOB APPLICANTS vs. RECRUITED JOB CANDIDATES**

There is an assumption out there that all job candidates applying for a job are the same and are, therefore, generally treated the same in the recruiting and interviewing process. There is a difference between these two types of job candidates and by treating them the same, you may end up losing some superstar job candidates.

### **YOUR SYSTEM MAY DETER GREAT JOB CANDIDATES**

Let's start with the application process. Have you ever tried going into your company's website and try to apply for a job? Some of those systems take a loooooong time to jump through all of the hoops, and sometimes you get bounced around to some of the same pages over again, or you get bounced out completely and have to start over again.

Now, if you are unemployed you probably have the time to navigate your way through all of this. BUT, if you are gainfully employed but have decided to look into new opportunities, you don't have the time or patience to bounce all over a website, so you give up and move on to the next one. Even if you do succeed in getting your resume into the system (or at least you THINK you were successful) it's pretty rare that people ever hear back, and if they do, it is several weeks later.

I have heard many stories of frustration from active job seekers and people who may be open to a new opportunity that refuse to even attempt to apply through these systems and prefer to use a recruiter to get in the door. These systems, and the job and resume boards that are all over the internet, was supposed to be the END for recruiters like me. It might surprise you to know that the recruiting industry is a multi-billion dollar industry (yes, that's with a "b"). In fact, the recruiting industry continues to grow despite all of the technology because recruiting is still a people business and more of these people are getting lost in the systems.

So, with that being said, you can see that some of the top talent out there will never apply through these systems and prefer to deal with people. That alone will cut out some of the most desired people you would want to fill a critical position in your company or department.

An important point to realize is that most of the top performers are not out looking for jobs. They are busy being top performers with their current employer, and if you want them on your team you have to actively recruit them. That's where I come in. **I don't find job applicants, I recruit top talent, and they need to be treated differently.**

### **DIFFERENT PERSPECTIVES**

Look at the job search and interview process from the perspective of each type of job candidate. A job applicant is either in a job they really don't like, or are unemployed. They are willing to jump through the hoops because they need a new job. If they are asked to come in to interview, they are happy that they are one step closer to getting that new job and will do all they can to show you why you should hire them.

For the recruited job candidate however, they are busy doing their job when I call them. It is my job to describe an opportunity to them that piques their interest, making them want to find out more. From their perspective they will look into this opportunity if there is good reason for them to leave a job they are happy with. You can tell this person isn't going to waste their time going through these online systems or submit a resume into the HR department and hope to hear back from them. They don't have to, so why bother? In fact, when I recruit someone like this and the company has a cumbersome applicant tracking system, I will fill out the forms for them so we don't lose them.

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## **INTERVIEWING THESE TWO TYPE OF JOB CANDIDATES**

Again, looking at the interview from the job candidate's perspectives, you can see that a difference in the tone of the interview may be in order. For a job applicant that either needs a job, or needs to leave a job they hate, they go into an interview expecting to have to sell you on their qualifications. With the recruited job candidate, they go into the interview expecting you to sell them on why they should make a change.

With this difference in perspective, you can see how a question like "Why should we hire you?" will be taken very differently by these two types of job candidates. While the job applicant will be more than happy to go over their entire background to impress you into making them an offer, the recruited job candidate will probably be thinking "Hey, you came after me. Tell ME why I should leave my current job."

Now, chances are they won't respond to your question in those words. They will most likely answer your question in the manner you would expect, but will be thinking that response in their mind. In a case like that, it's okay to ask that question, but you should also be ready to follow it up with a good description of what the job would have to offer them as well. And it's not about ego either; it's about the NEED for a new opportunity. Top performers will give each job their all, and rarely have to worry about losing their job. But if a good opportunity with new challenges or new technology is presented to them the right way, they are willing to take their talent and skills to a new employer, but they don't NEED to make a change. For an applicant, it's more of a NEED to make a change and they will settle for less or tolerate more to get it.

No matter what type of job candidate you are dealing with, an interview is a chance to sell your company and the job opportunity to qualified job candidates. And everyone on the interview team should realize that part of their responsibility is to sell the company and job. Unfortunately I've been told a number of times that I sold the job better than the interview team. A really good job candidate is going to have some options. If the opportunity is presented in a way that doesn't create some excitement, or gives the job candidate the feeling they will be joining a group that is really stressed and overworked, or that doesn't get along, you really narrow down the job candidates that would accept an offer from you.

My job as a recruiter is to find the top talent and lure them to your job opportunity. It's also my job to make sure you know what motivates them and what they might be looking for in a new job opportunity. I will provide you with this information before you interview the job candidates I present.

Your job is to sell the company and the opportunity to high caliber job candidates and make them WANT to join your team. I can bring them to you and arm you with a lot of background information on them, but you have to make them want to receive an offer from you. I can help with that too.

Whether the job market is up or down, there is always a demand for good Regulatory, Clinical, and Quality professionals. Simply placing ads and hoping the right job candidates will respond has a very low chance of success. You need a good plan, a compelling opportunity, and someone who knows how to approach and attract these people to your opportunity. That's exactly what we do and why we have been successful all these years. Give us a chance to show you what we can do.

**Jeff King**

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