



“Becoming a great recruiter is all about marketing!”



— Steve Lowisz
CEO and Recruiting Expert



STEVELOWISZ.COM
KEYNOTE SPEAKER & TRAINER

**5 KEYS TO INCREASING YOUR
INFLUENCE AS A RECRUITER**



RECRUITING IS INFLUENCE.
Nothing more, nothing less.

— Steve Lowisz

1



How to increase your influence —

Influence comes
from adding value
to others



**UNDERSTAND THE
POWER OF PURPOSE**

2

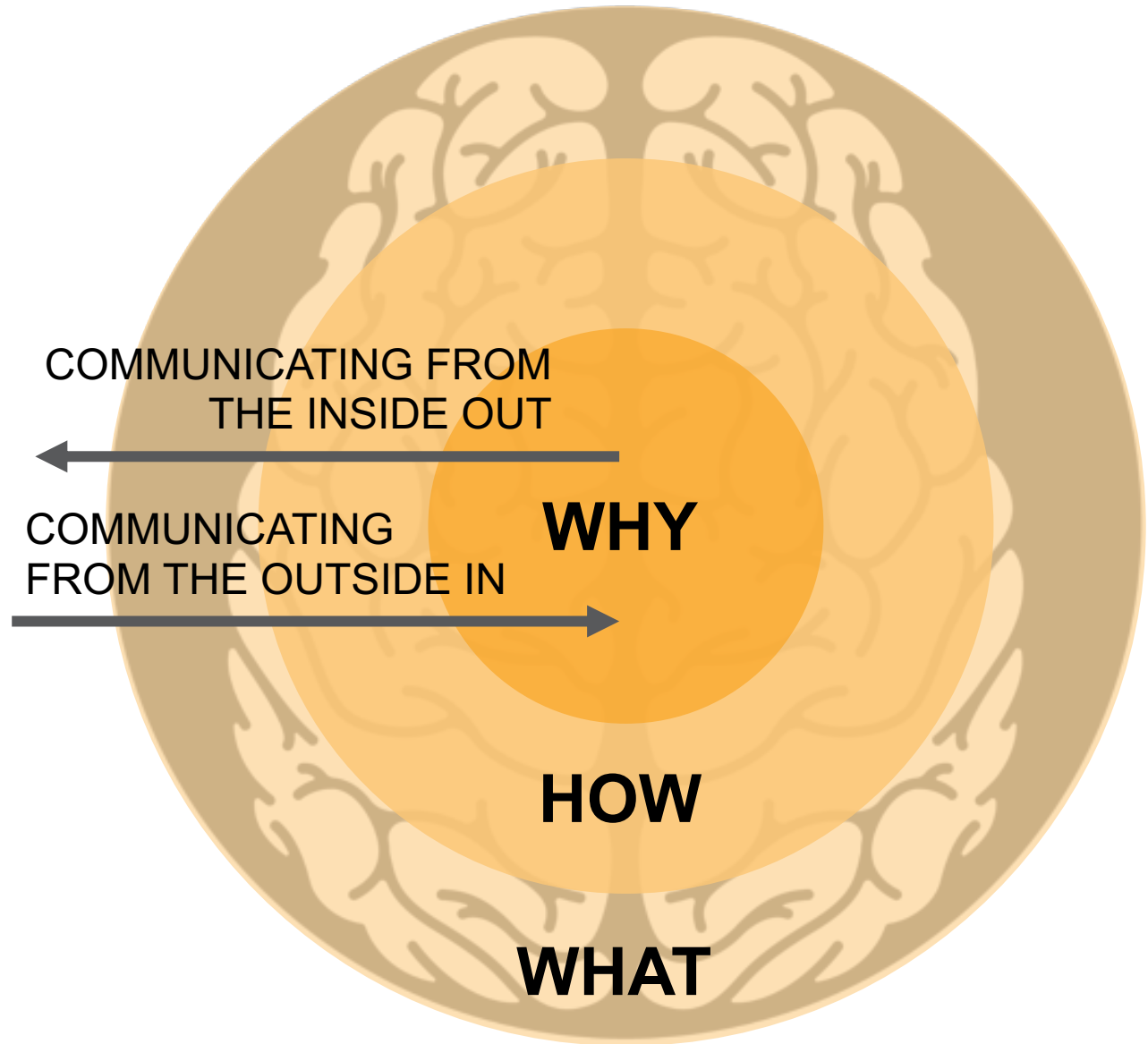



**Buy
Emotionally**

**Justify
Rationally**



The Golden Circle





**COMMUNICATING
A MESSAGE**

3

Communicate a Message



People



Problem



Pain



Possibility



Pleasure



Path



Pitch

Example

PEOPLE



Hey Sally. This is Steve with ABC Company and I am a Talent Acquisition Manager here, focused on the digital marketing team.

PROBLEM



You know how a lot of Digital Marketing Professionals are promised one opportunity...

PAIN



But when they join the company they realize it was something totally different?

POSSIBILITY



What I do is help professional like that own both Technology and Marketing assets...

PLEASURE



So they can really make an impact on the business – stop staying up at night feeling like the tech team is working against them

PATH



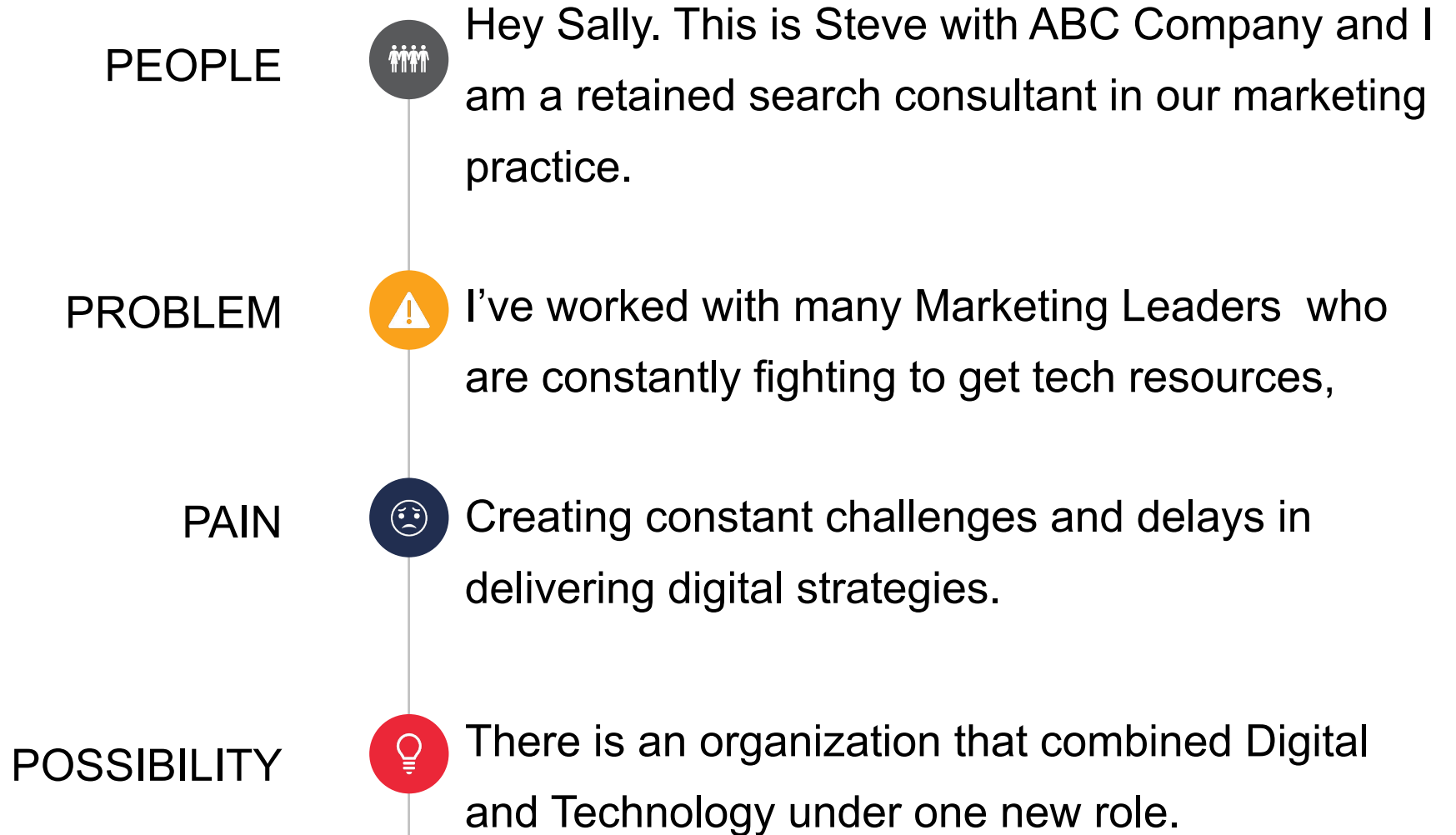
ABC leverages a new/different way of thinking.

PITCH



Call me back so I can learn more about you and the next steps in your career –
Assuming there are next steps!

Example



PLEASURE



Im sure you can imagine how much easier it is to get stuff done when you own it.

PATH



We don't know each other, but I work with leaders like you with a desire to own it all.

PITCH



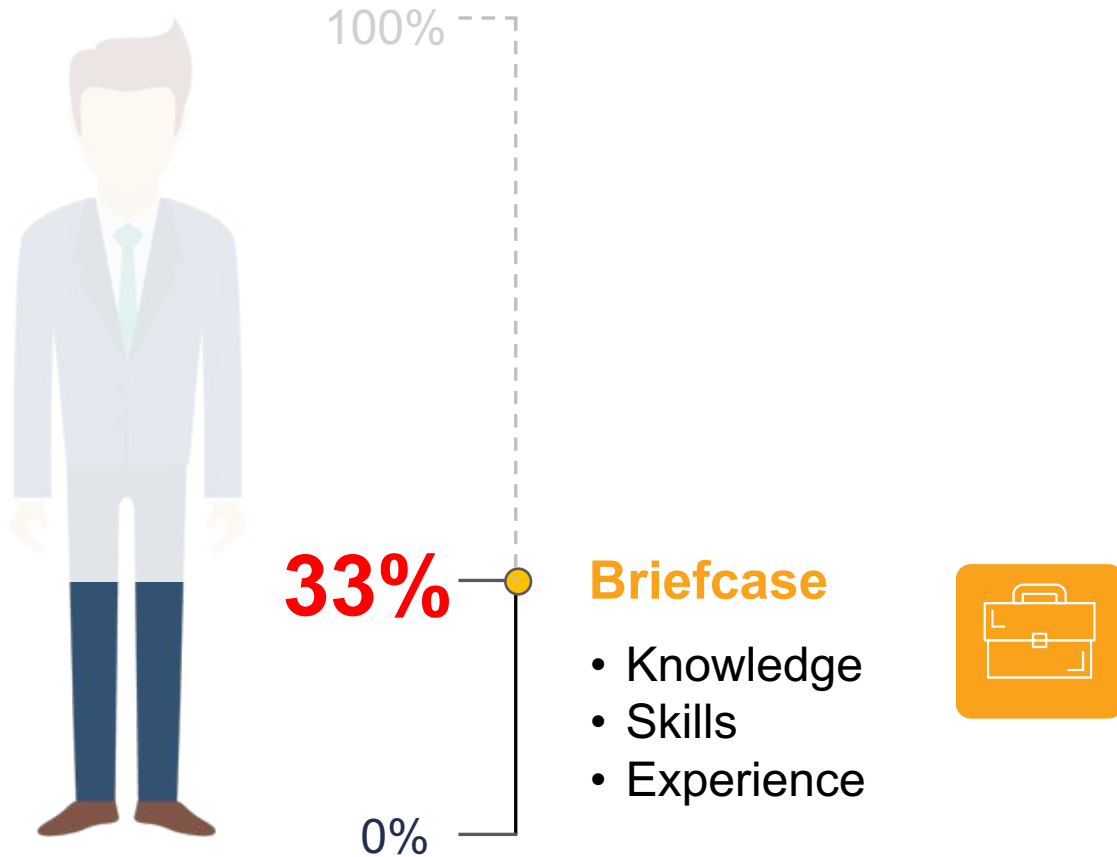
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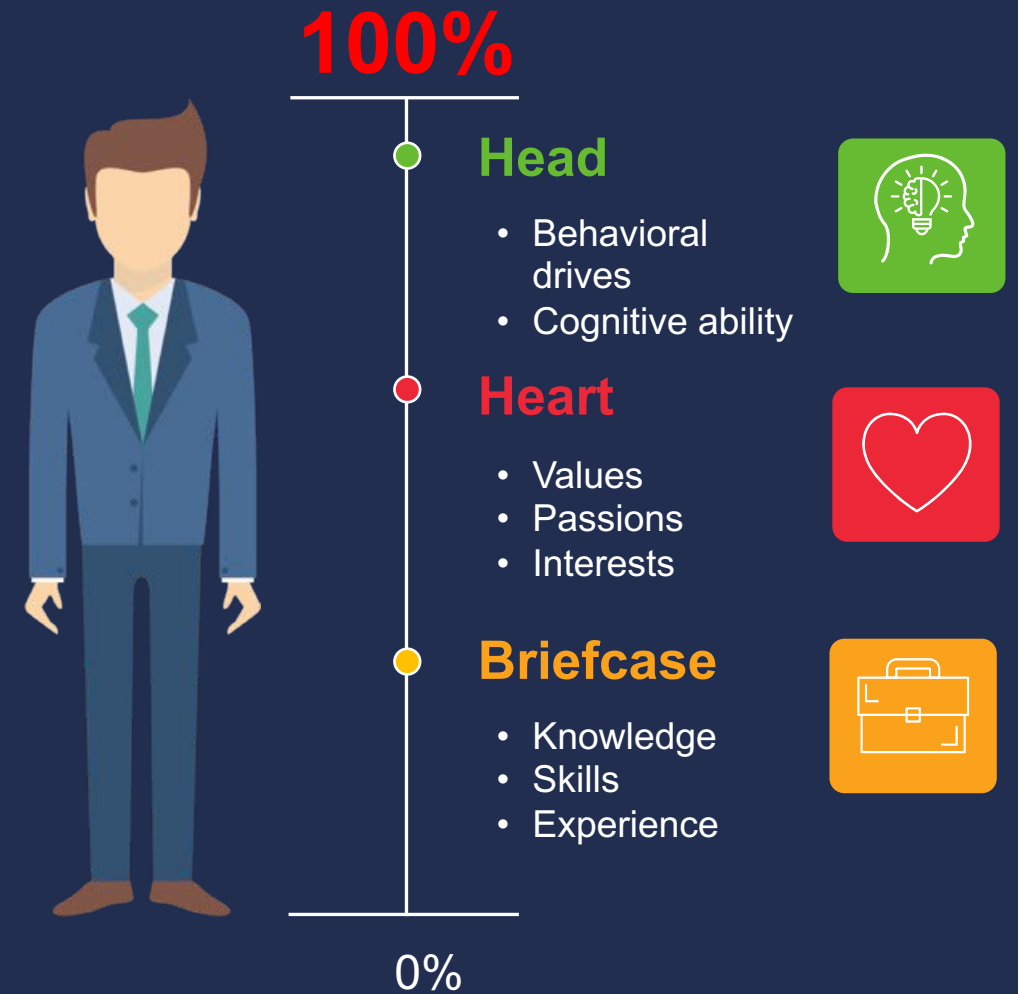
**UNDERSTAND THE
ENTIRE PERSON**

4

Most people are HIRED for their skills



Instead of the **WHOLE PERSON**





CORE

4

**PRODUCTION
N**

OBJECTIVE

What accomplishment is most comparable or objective?

OUTCOME

How was the accomplishment achieved?

OBSTACLE

What problem is the most comparable obstacle?

OUTLOOK

How would the candidate approach the obstacle?



CORE

4

PURPOSE

PAIN

What the candidate has and does not want.

PLEASURE

What the candidate has and wants.

PURSUIT

What the candidate does not have and wants.

PERSONAL

What the candidate needs.



CORE

4

PROFILE

CAPACITY

Does the candidate have the skills and cognitive ability for the job?

CHARACTER

Does the candidate have the integrity quotient for the job?

COMPETENCY

Does the candidate have the behaviors expected by the manager?

CULTURE

Does the candidate have the behaviors expected by the company?



CORE

4

PROBE

WHAT

What are the facts of each situation?

WHY

Why are those facts important?

WHEN

What are the time constraints?

HOW

What is the action plan to achieve the outcome?



**MASTERING
QUESTIONS**

5

The Bakers Dozen Questions

1. Where are you at?
2. What is working?
3. What isn't working?
4. Why do you feel it's not working?
5. What do you believe is missing?
6. What do you feel you need next?
7. What do you ultimately want in this situation?
8. Why do you want that?
9. What are the major obstacles in the way?
10. What have you done so far to push through these obstacles?
11. What were your results with that?
12. What do you still need assistance with?
13. What's the one thing you can do today to move forward?



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