

# EP. 14 - What Recruiters Actually Care About

## Overview

This video covers the real motivations behind recruitment agencies and what they prioritize when working with both companies and candidates. The primary role of a recruiter is to find the right talent as quickly and efficiently as possible for their client, often within very specific parameters. As a candidate, it's important to understand what drives recruiters and how to align yourself with their goals to increase your chances of success.

### 1. Recruiter Motivation and Compensation:

Recruiters, especially those in **external recruitment agencies**, are compensated based on the **annual salary** of the candidate they place, usually ranging from **15% to 35%** of the candidate's salary. This compensation structure motivates recruiters to:

- **Place candidates quickly:** The faster they can fill a role, the quicker they get paid.
- **Ensure the candidate stays:** Many agencies only receive their full fee after the candidate passes a probationary period, usually 90 days.
- **Focus on high-value roles:** Recruiters prioritize roles that are likely to yield higher fees or are easier to fill.

Recruiters also face challenges such as competition with other agencies or internal promotions that can collapse a search, leaving them unpaid for their efforts. This makes them highly strategic in assessing the time and complexity required for each role they take on.

### 2. Why Companies Use Recruitment Agencies:

Companies engage recruitment agencies for various reasons:

- **Lack of time:** Companies may not have the internal resources to conduct a thorough search.
- **Expertise:** Companies may value the agency's expertise in finding top-tier talent.
- **Market insight:** Smaller companies or startups often rely on recruitment agencies for market guidance and HR advice beyond just hiring.
- **Network and reach:** Agencies often have access to a broader talent pool that companies may not be able to reach on their own.

### 3. What Recruiters Care About When Dealing with Candidates:

While recruiters play an essential role in connecting candidates with job opportunities, it's important to understand their primary focus:

- **Fit with the client's needs:** Recruiters are primarily concerned with how well your qualifications match the job description. If you don't meet the client's exact requirements, you won't be presented, no matter how qualified you are.
- **Probationary period:** Recruiters care that you stay through the minimum probationary period to secure their fee.
- **Your presentation:** How you present yourself during the hiring process is crucial. This includes everything from your communication to how you interview.

Recruiters are **not** primarily focused on your long-term career goals—they are more concerned with placing you into a role that satisfies the client's immediate needs.

### 4. Navigating Your Relationship with Recruiters:

Recruiters can have significant influence over hiring decisions, especially in niche industries or specialized roles. It's important to:

- **Build and maintain a good relationship:** Being honest and reliable will help you establish a long-term rapport with recruiters.
- **Don't ghost recruiters:** Failing to communicate or disappearing during the process can damage your reputation.
- **Understand their limitations:** Recruiters often don't have in-depth knowledge of the company's culture or specific job details until later in the process.

## 5. How to Pitch Yourself to a Recruiter:

Your initial pitch to a recruiter is critical. You need to be succinct and directly address the skills or experience the recruiter is seeking for the role. Here are two approaches:

- **For juniors:** Match your skills to the job description as closely as possible. Highlight your adaptability and eagerness to learn.
- **For seniors:** Focus on **statistics** and **industry-relevant information**. Demonstrate your leadership, sales figures, or market achievements that align with the recruiter's needs.

**Example of a Good Pitch:** "Jordana, I saw the Head of Sales role. You don't know me, but people who do say that I'm gritty, determined, and known for influencing C-Level decision-makers. I've pitched for Series A funding with three companies and built my last team from 0-10 salespeople. I'm responsible for \$2M in net new revenue goals, and I have five years of SaaS experience. Here's my resume—can we meet for 15 minutes?"

**Example of a Bad Pitch:** "I hope this message finds you well. I'm an HR professional with three years of experience in Dubai's manpower recruitment sector. I'm keen to bring my HR skills to Canada and contribute to the local job market. If you have any insights or know of relevant opportunities, I'd greatly appreciate your guidance."

## 6. Types of Recruiters and How They Differ:

- **HR Managers:** Internal recruiters who handle recruitment alongside other HR functions. They focus on internal hiring processes.
- **Talent Acquisition:** Often part of the HR team, they focus on finding and attracting top talent and are involved in long-term talent strategy.
- **Consultants:** Can be internal or external, providing expert recruitment advice and support.
- **Third-Party Recruiters:** These agency recruiters help multiple companies find suitable candidates, often specializing in specific industries.
- **Executive Search Firms:** Focus on C-suite or senior management positions, working to fill top-tier leadership roles.
- **Niche Agencies:** Specialize in specific industries or job roles, offering deep expertise in those areas.
- **Boutique Recruiters:** Often a one-person operation, providing personalized recruitment services.
- **Staffing Agencies:** Focus on providing temporary or contract workers, but may also assist with permanent placements.

- **Employment Agencies:** Offer a broad range of placement services, from temp to permanent roles, across various industries.

**Conclusion:**

Recruiters are focused on meeting their clients' needs and filling roles efficiently. By understanding how they are motivated and aligning yourself with their expectations, you can improve your chances of landing the right job. Tailor your pitch, be concise, and maintain good relationships with recruiters. This way, you'll stand out in the competitive sales job market.