

EP. 15 - How Recruiters Qualify You

Overview

In this video, Jordana explains how recruiters qualify candidates during their search process and offers insights into how you can position yourself to stand out. She highlights that recruiters work based on strict criteria set by the client, and they sift through thousands of profiles and resumes quickly. Understanding how recruiters think and what they prioritize will help you navigate the job search process more effectively.

1. The Recruiter's Role:

Recruiters act as intermediaries between job seekers and the hiring company. Their primary goal is to find candidates who meet the client's exact specifications. They are not the ones making the final hiring decision; instead, they assess candidates to see if they qualify for the next stage. This process is similar to the role of a Sales Development Representative (SDR), qualifying prospects before moving them forward in the sales pipeline.

Key point: Recruiters are tasked with finding the closest match to the client's requirements and are judged by their ability to do so efficiently. This means they don't have time to explore candidates who don't meet the essential criteria.

2. Client-Driven Criteria:

Recruiters work with a specific **list of criteria** provided by the client. This can include:

- **Experience:** Number of years in a particular industry or role.
- **Skills:** Specific tools, methodologies, or software expertise.
- **Education:** Required degrees or certifications.
- **Geography:** Candidates must be located within certain regions or be willing to relocate.

While some of these criteria may be flexible, many are non-negotiable. If your profile doesn't match these qualifications, the recruiter is unlikely to move you forward, regardless of your other strengths.

3. Why You May Not Hear Back:

If a recruiter doesn't respond to your messages or application, it's usually because you don't meet the client's essential requirements. Recruiters are often working on multiple roles at once, meaning they could be reviewing **hundreds or even thousands of resumes**. They spend **less than three seconds** on each resume, mainly scanning for key details like job title and statistics.

Your **LinkedIn profile** and **resume** need to be highly targeted and specific to the role you're applying for. Ensure that the first few sentences of your resume and LinkedIn summary clearly show your **relevant experience, key skills, and accomplishments**.

4. How Recruiters Search for You:

Recruiters use tools like **LinkedIn Recruiter**, which provides about **20 search variables** to filter candidates. These variables include:

- Education level
- Geographic location
- Title and industry
- Skills and keywords (e.g., prospecting, cold calling, business development)
- Years of experience

Additionally, recruiters use **Boolean searches** and **sourcing tools** such as **SourceWhale, SignalHire**, and **Interseller** to find candidates online. They start with a narrow search to find the most qualified candidates quickly, especially when they don't have an exclusive contract with the client. This ensures that they provide top talent in the shortest amount of time.

5. Think Like a Recruiter:

To increase your chances of getting noticed by recruiters, it's important to adopt their mindset. Here are some key insights:

1. **Use your network:** Recruiters often start by reaching out to people they've worked with before or candidates already in their database. Stay connected with recruiters even when you're not actively searching for a job.

2. **Indeed is for entry-level roles:** While **Indeed** is popular, it's mainly for lower-level positions. High-paying jobs are rarely posted here. If you're looking for six-figure roles, you're better off using more targeted platforms like LinkedIn or leveraging your network.
3. **Headhunters vs. Job Posters:** Some recruiters actively headhunt candidates, while others simply post job ads and wait for responses. Build relationships with headhunters who are actively searching for top talent.
4. **Sourcing tools:** Recruiters use technology to scrape contact information and find candidates. They often rely on keyword searches and AI tools to identify potential matches.
5. **Referrals:** Recruiters often share candidate referrals within their network, especially across different industries. Building strong relationships with recruiters can lead to referral opportunities.
6. **Don't waste time on unqualified roles:** About **80% of applicants** for any given job don't meet the basic qualifications. If you don't meet the first few key criteria, it's unlikely that you'll move forward in the process.
7. **Avoid generic messages:** Sending a generic message like "I applied for X, do you have time to talk?" is ineffective. Be specific about your qualifications and how they match the role.
8. **Contact the hiring manager directly:** Instead of relying solely on recruiters, look for the hiring manager or HR contact at the company and send them a personalized message. This can increase your chances of being noticed.

6. Qualifying Process:

The way a recruiter qualifies you depends on the **level** of the role (entry, mid, senior). All qualifications stem from the client's requirements, which means recruiters don't have much flexibility. They are looking for candidates who meet the **closest match** to what the client is asking for.

Your **LinkedIn profile** and **resume** need to be aligned with the job description. Recruiters will use filters like title, industry, years of experience, and skills to find the best candidates quickly.

Summary:

Recruiters qualify candidates based on specific criteria set by the client. To succeed, you need to tailor your LinkedIn profile and resume to match the role you're applying for. Stay connected with recruiters, leverage your network, and make your qualifications easy to spot in the first few seconds. By understanding the recruiter's

perspective, you can better position yourself to stand out in a competitive job market.