

# Candidate Relationship Management with Liz Neidhardt

A practical guide to developing trust-based relationships that drive better results.



# Meet Your Trainer

## **Liz Neidhardt**

- 20+ years in technical recruitment
- Built teams at SThree and launched Huxley Engineering
- Founded Cressida Consulting, focused on automation and advanced engineering
- Specialises in strategic, relationship-led sales coaching for recruiters
- Combines recruitment expertise with practical coaching to help consultants deliver better results





# What You'll Learn:

By the end of this module, you'll know how to:

- Define your niche and map your candidate market for better focus
- Build trust from the first conversation through transparency and genuine interest
- Turn interviews into offers with thorough preparation and follow-up
- Manage offers and counteroffers to secure committed placements
- Stay connected post-placement to increase retention and referrals
- Adopt daily habits that strengthen relationships and reduce dropouts

# LAYING THE FOUNDATIONS OF TRUST

**1**

## **Define Your Niche**

Focus on 2–5 key roles and sectors where you can build expertise.

**2**

## **Map Your Market**

Identify 50 priority candidates and 50 companies in 90 days.

**3**

## **Consistent Outreach**

Commit to 30–40 meaningful conversations weekly.

**4**

## **Track & Deepen**

Record interactions and ask trust-building questions

Solid groundwork makes every interaction more credible and valuable.

# WHAT GOOD RELATIONSHIPS LOOK LIKE



## **Understand candidate needs**

Don't shoehorn candidates into roles they don't fit!

## **Take detailed notes**

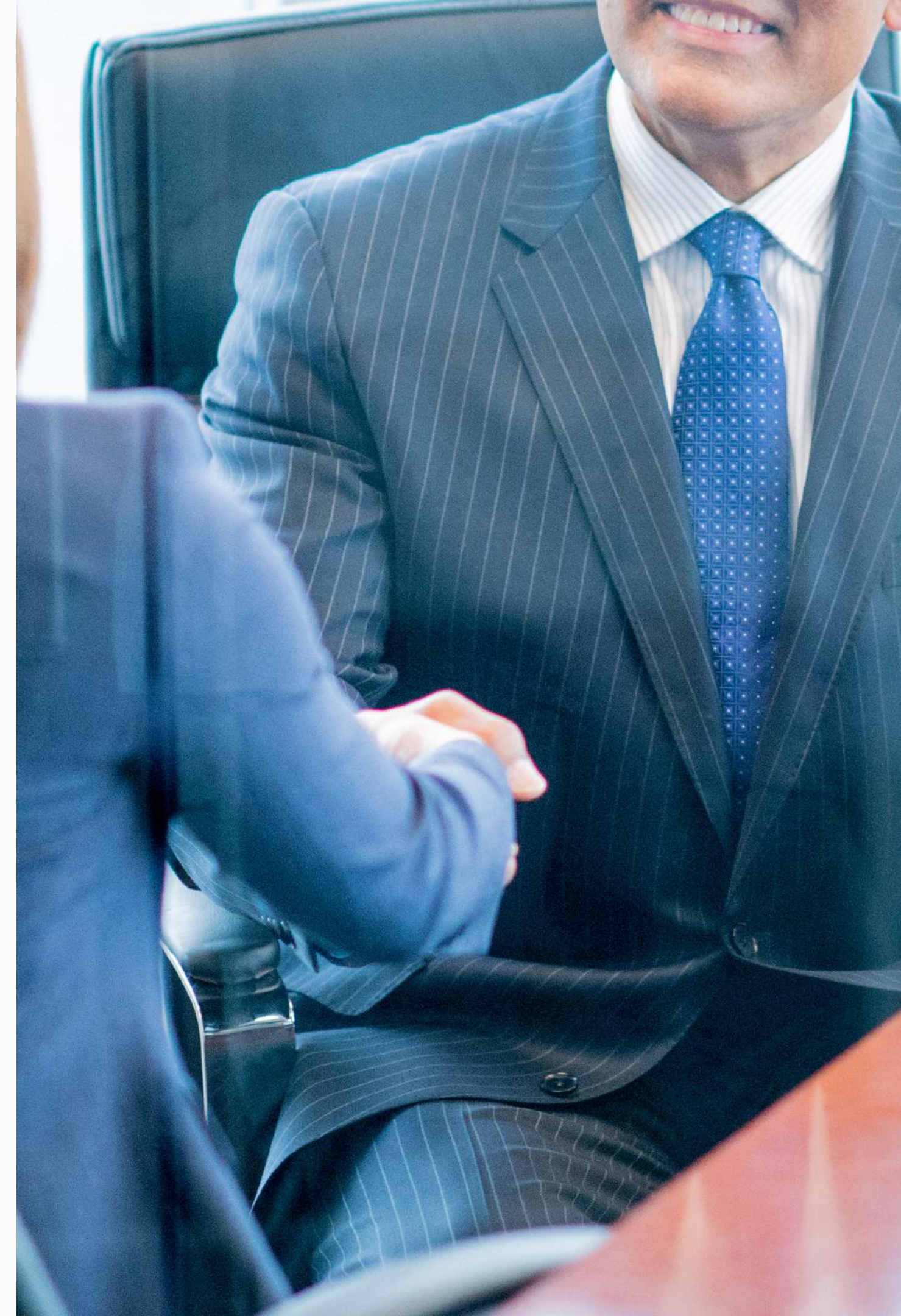
Small details could sway final decisions.

## **Be transparent**

Stick to your promises, even when delivering tough news.

## **Follow through**

Give candid feedback and stay in touch post-placement.



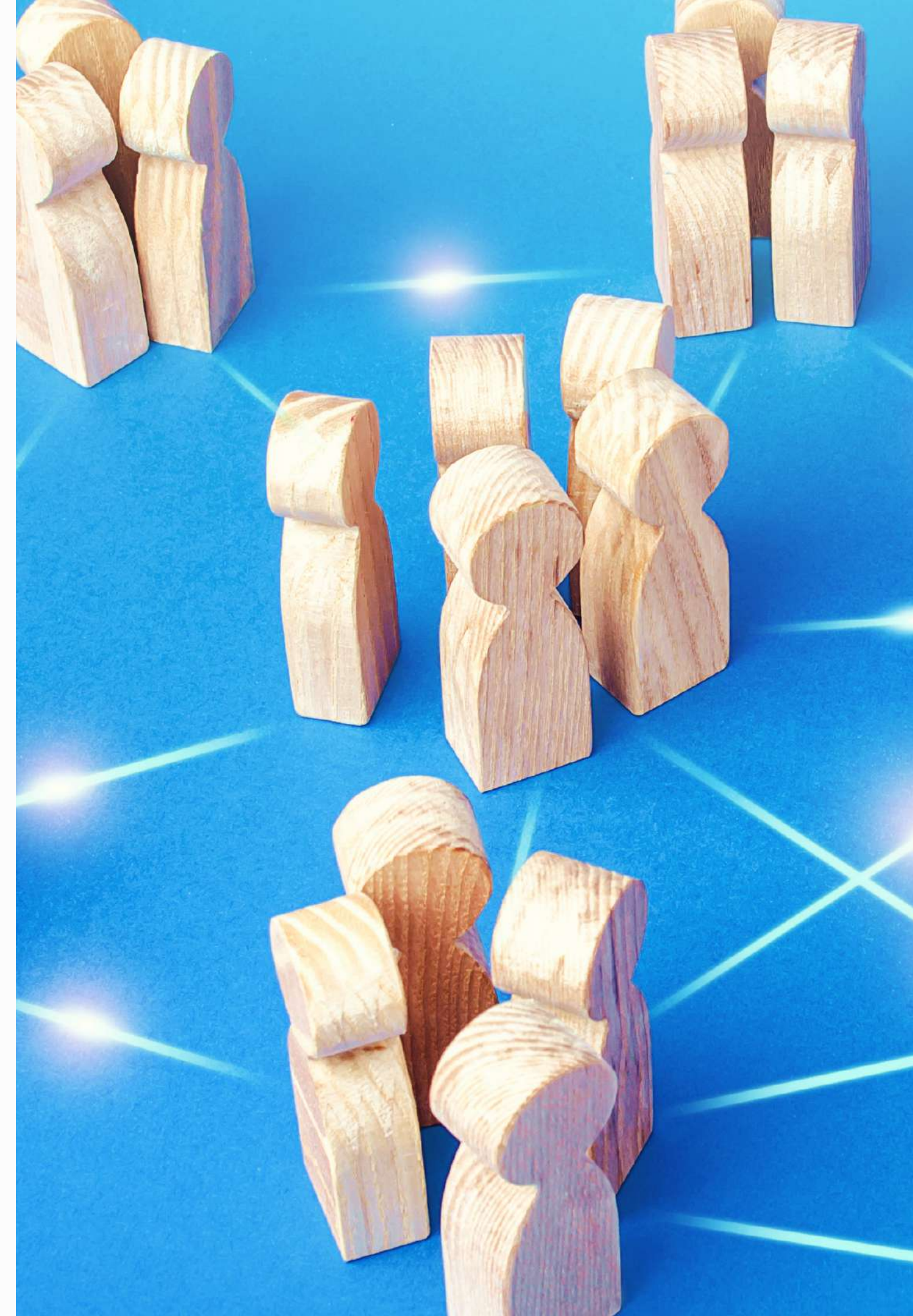
# COLLABORATIVE VS TRANSACTIONAL

## Collaborative Approach

- 3:1 Interview-to-placement ratio
- Higher candidate trust and honest feedback
- Reduces ghosting and last-minute rejections

## Transactional Approach

- High candidate dropout rates
- Poor loyalty from candidates
- Long-term reputational damage



# Building Trust Through the Process

## **Deep Qualification**

Uncover true motivations, dealbreakers and real goals

## **Provide Early Value**

Share salary insights and industry trends, not just job listings

## **Regular Check-ins**

Verify commitment throughout – circumstances change!

## **Counteroffer Prevention**

Have proactive conversations early in the process

## **Transparent Communication**

Keep candidates informed – every touchpoint builds credibility



# GETTING INTERVIEWS RIGHT

1

## **Pre-Submission**

Confirm real commitment before submitting candidates

2

## **Thorough Preparation**

Prep candidates with more than just the job specification

3

## **Quick Debrief**

Connect immediately after interviews to capture emotional responses

4

## **Active Follow-Up**

Chase feedback and maintain communication flow

5

## **Thank-You Coaching**

Guide candidates on thoughtful follow-ups that leave an impression



# MANAGING OFFERS & PLACEMENTS

## **Set Clear Expectations**

Align salary expectations with clients early in the process

## **Pre-Close Candidates**

Know they'll accept before the offer is officially extended

## **Post-Placement Engagement**

Stay connected throughout the onboarding process

## **Counteroffer Strategy**

Address potential counteroffers directly and frequently

## **Reinforce the 'Why'**

Keep candidates focused on their reasons  
for making the move

# YOUR NEXT STEPS

## BE A CONSULTANT

Provide insights, not just volume of CVs

## BUILD CONSISTENCY

Be honest and visible at every stage

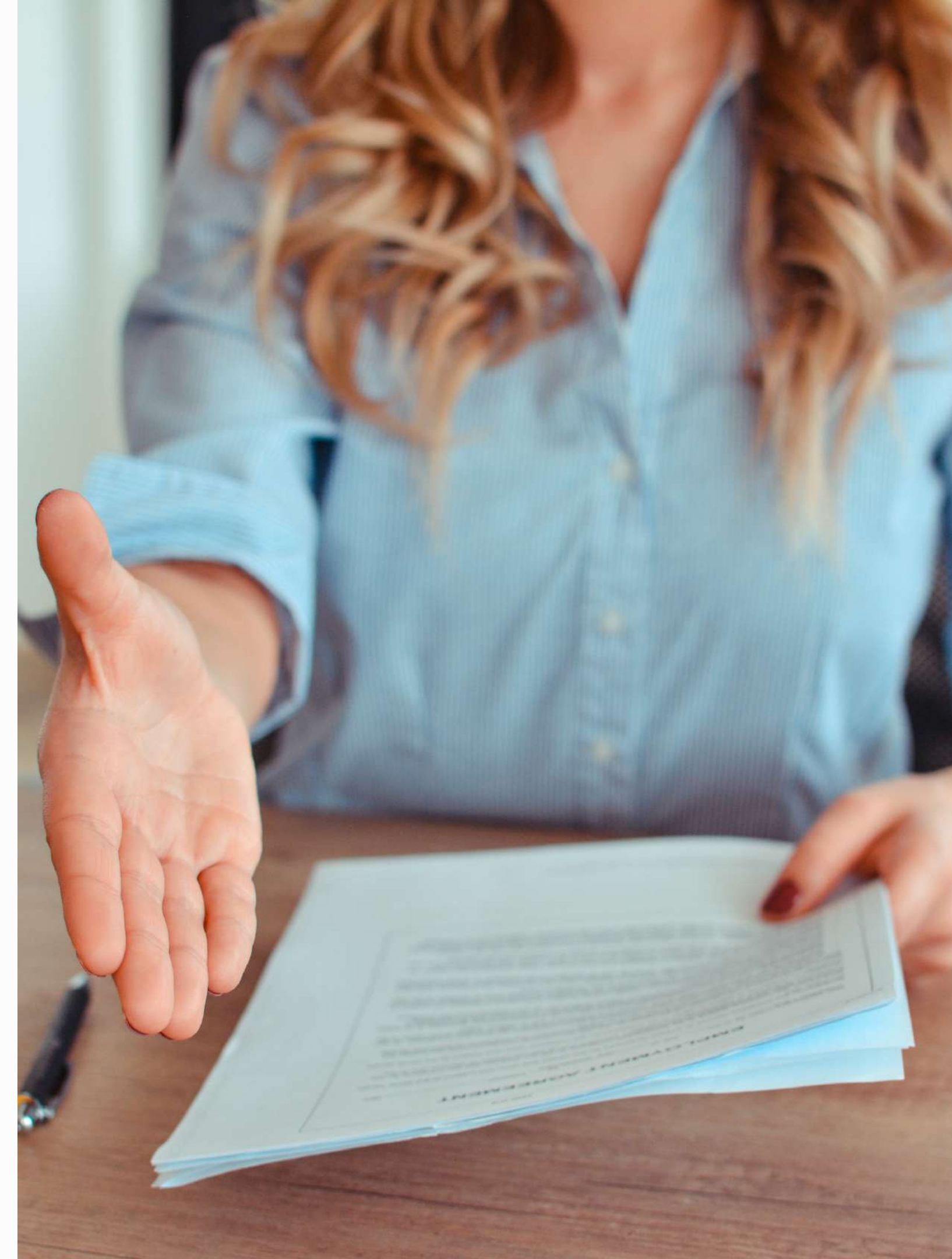
## DROP ONE BAD HABIT

Eliminate something holding you back

## ADD ONE GOOD HABIT

Start something that builds trust

**Stronger relationships** = faster placements,  
better pipeline & more referrals.



# KEEP LEARNING



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