

How to Best Utilize

Qualigence International Recruitment Research



Get Started

To fully take advantage of your exclusive research intelligence, recruiters, employers, and hiring managers alike need to know how to organize and assess it. So, we've put together a few tips to help you and your team make the most of the research we've conducted.



Communicate

We make communication a priority when we begin the recruitment research process—both internally and with our clients. Swift and thorough feedback from our clients allows us to adjust and perfect our intel so results are fine-tuned to the role.



Understand Job Functions

Titles and job functions vary greatly from company to company, especially on paper. With this in mind, we go above and beyond technical descriptions to identify the proper individuals who perform the specific functions we're looking to find. There's always more than meets the eye.



Make Contact

Operate strategically when you make that first contact with the candidates we've identified, as they're likely currently employed or may even be satisfied in their current position. In other words, **a unique approach to outreach might be necessary.**

Tips for effective candidate outreach:

- Leverage both phone calls and emails—not just one or the other.
- Leave more detailed voicemails than you would an active candidate.
- Don't limit yourself to 3-4 calls; average 5-7 instead.
- Immediately follow up the call with an email



Engage with the Candidate

Since the candidates were discovered via Qualigence research and therefore have not applied for the position, your initial contact will catch them off-guard. So, when you do get candidates on the phone, learn a little bit about them before you jump into details about the position.

Ask pointed questions about their career path, professional pain points, interests, and priorities, as this will be key to build a trusting relationship. Also be sure to ditch any assumptions regarding compensation, relocation, and title during this stage.



Fill the Role

Throughout the interview process, remember to assess not only the qualifications on the job description, but whether or not the candidate has the right skills, attitude, and cultural competencies for the role.



Summary

The talent industry is constantly evolving, as is the world around us. It's more important than ever to take advantage of any and all unique and reliable resources, such as our recruitment research, to help you find the best candidates. However, if you don't know how to best utilize these resources, they won't do you much good.

Always remember:

- Be aware of the needs and interests of the candidates who are currently employed
- Be persistent with outreach by leveraging multiple communicative techniques
- Invest in each candidate and get to know their career aspirations and potential fit
- Assess for skill, culture fit, attitude, and competencies—not just skill