

The “indirect, networking” call

FEBRUARY 18, 2009

While technology and web 2.0 sourcing tools are making it easier to identify talented prospects the **ROI** on "indirect, networking" calls is at an all time high!

For anyone not familiar with “indirect networking;” it is the art of contacting, and networking with active job seekers who interface daily with the professionals you’re trying to hire.

Let me give you an example: We are currently searching for a Senior Accountant with manufacturing experience. Given the unemployment rate, skill set, etc. you would think this would be a pretty easy search. Well – it hasn’t been. We have tried numerous sourcing tactics (Web 1.0, Web 2.0, referrals, etc.), and have not found qualified candidates that meet our criteria.

As a result, we went online and harvested resumes of Controllers from manufacturing companies in the area; ideally, folks who were recently laid off or let go. The majority of these Controllers had accountants reporting up to them, either directly, or indirectly (reporting to an Accounting Manager).

I LOVE THESE CALLS!!!! Why??

First off, these folks are active seekers and are usually easier to reach.

Secondly, if they have recently left the company, they are more inclined to provide unbiased information, referrals, etc.

Most importantly- - these calls are fun and generate qualified prospects with a built-in referral source! There is very little outright rejection. You are asking for their help, networking with them, learning more about their previous organization(s) as well as the types of opportunities that interest them.

A call can go something like this:

“Hi John. I am searching for a SR. Accountant with manufacturing experience. I found your resume on _____ and saw that you recently worked for _____. I see that you had a team of 5 accountants reporting to you and thought you might be able to assist me in my search.



This is an excellent opportunity for someone to interface with key executives performing analysis and auditing for three divisions that operate globally.

Of the 5 folks that worked for you, do you think anyone of those folks would be qualified for this position? If so, I would sure like to talk to them about the opportunity..."

After they provide feedback, I would ask if I could use them as a referral source.

"John – is it ok to mention I received their name from you?"

After I have harvested some qualified leads, I would return the favor and ask if there was anything I could do to assist them with their search.

"John – we are not looking for a controller today but will keep your resume on file. Is there anything else I can assist you with in your job search . . .? "

Indirect, networking calls are low-tech, BUT, highly effective and fun.

Think of your current searches today and if this tactic might apply! Happy Recruiting!