



HOW TO GET THE BEST OUT OF YOUR RECRUITER

Chantelle Botha

Welcome!

You find yourself in the job market, and you're not entirely sure where to start, but you have this feeling that getting hold of a good recruiter is a good place to start.

So, the next step is knowing how to get the BEST out of your recruiter, right?

Well, maybe so, but maybe not.

What I want to do is give you a brief glimpse into the world of recruitment. I want you to understand how recruitment works so that I can empower you to make the best decisions in your job search for your future. And I will of course tell you how to get the BEST out of your recruiter in the process.

Take Responsibility for your Job Search

Your job search is exactly that: YOURS. It is not a recruiter's responsibility to find you a job, and you will understand that as you flip through this book. Before you dive in, I'd like to encourage you to take 100% responsibility for your own job search. If you succeed – it's on you. Equally, if you fail – it's on you. This mindset will help you see the job search from a different perspective and that means you'll show up as the BEST version of yourself every time.

A shout out to the Recruiters

There are some INCREDIBLE recruiters out there, the best of course are those who have partnered with Dragonfly to make this initiative possible, although I may be biased. 😊

Sadly, recruiters often get a bad name because candidates don't understand how the process works. You might have been referred to a recruiter by a very happy customer, but because she doesn't have a vacancy for YOU, she may not be able to place you. This is not the recruiter's fault, nor does it mean the recruiter is a bad recruiter, it just means you haven't understood your respective roles in the ecosystem clearly.

Our partners:



A letter from the Author

I have spent over a decade in recruitment agencies, a couple of years hiring people from a line manager's perspective, and I've spent over 2000 hours coaching people 1:1 on how to find their dream jobs.

If there is anyone that understands the job market, it is me. So, allow me, with the wisdom that I have aggregated over the years, to share how you too can maximize your job search.

Over the last decade, I have seen a massive transformation in the way jobs are found and the way people find jobs. There are massive shifts in the environment, and what worked for you 5 years ago, two years ago, even last year, will simply not work today. It is vitally important that you educate yourself about the job market and how to succeed within that job market before you begin.

I believe that every one of us deserves to do work that is aligned with our purpose, work that brings fulfilment, work that is aligned with who we are. But I'm aware that sometimes the urgency of the situation dictates that we don't have the luxury of time allowed to look for those dream positions.

However, I'm always going to advocate that if you find yourself in the job market, you take the care and the consideration to answer three key questions before you do anything.

Who are you? What is your value-add? Where are you going?

These three questions form the golden thread that will carry you through your search and into a successful placement, moving you into an environment where you will be deeply fulfilled. If you follow these principles, I believe that you will find a glimmer of that dream job.

But this book is not about the dream job. What I'm going to unpack over the next few pages is quite simply an explanation of how the job market works, how the system works, and how you can show up more effectively within that system to achieve success.

And ultimately, how to get the absolute **BEST** out of your recruiter.

Wishing you nothing but success in the coming days and weeks!

Chantelle

MD – Dragonfly



PS: Connect with me on [LinkedIn](#) and be sure to let me know when you've found your next role 😊

PPS: Subscribe to my [YouTube](#) channel.

Inner and outer systems

Before we start working within a system, we need to understand how the system is constructed so that we can operate more effectively within that system. Take the K53 driving methodology in South Africa as an example. The K53 is an extremely cautious and highly meticulous way of driving, but it is the only way of driving that will allow you to pass your driver's license test in South Africa. Therefore, we adopt the system to obtain our driver's license, and after we've obtained our driver's license, we drop the system.

I would like to suggest that you do the same in your job search: adopt the system to obtain your next job, and after you've got the job, you can drop the system. It is, of course, my hope that through adopting at least the inner system, you will grow personally and seek deeper fulfilment and chart a course to your true potential.

As with all systems, we have an inner system and an outer system. The inner system is your mindset, and the outer system, is the recruitment system.

Mindset: Success principles & rejection strategy

Searching for a new job is one of the most challenging things you can do, and it will take a toll on your mindset. I'd like to introduce two foundational mindset strategies that you can use in your job search or in life in general to help you stay mentally strong!

Success Principles

1. Start with the end in mind

If you're going on holiday, the first thing Google's going to ask you when you try to book your flight is "Where are you going?" So, we want to start with the end in mind. This gives you the freedom to dream. If we shoot for the moon, and we land amongst the stars, are we going to be disappointed? Of course not!

2. Take the daily action

Now that we've identified where we want to end up, we are going to need to reverse engineer it. You need to ask yourself, what do I need to do? Every day, every week, every year, what are the steps that I need to take to get there? Success is the sum of incremental efforts because success doesn't happen overnight. It is a series of small incremental action steps.

3. Celebrate the small wins

Too often we celebrate the BIG wins, but I want you to create a habit of celebrating every single small, tiny win in your life. This creates a physiology of success. All your cells in your body start becoming in tune with the same vision of success and we start emitting success frequency, which means more success is attracted to us.

4. Remain flexible

Imagine if I was planning a holiday to the Maldives. I had started with the end in mind, I was doing my daily actions and celebrating my small wins along the way, and I unexpectedly won a competition to the Seychelles! Would I be disappointed? Hell no! Remain flexible.

As much as it's important to be specific about your destination, remain flexible in how this comes about, and consider all opportunities that cross your path.

5. Watch your thoughts

Watch your thoughts. Because your thoughts become words, your words become actions, your actions become habits, your habits become your character, and your character becomes your destiny.

Everything starts with a thought!

Rejection Strategy

You're in the job market. The one thing that I want you to make peace on, right up front is that rejection is REAL. And you're about to experience far more of it than you might like. Will you be offered 100% of the positions you apply for? Will you be offered 50% of the positions that you apply for? It's not going to happen!

You will probably be offered 1% of the positions that you apply for.

Rejection is going to be a constant companion in this process, and you need to make peace with it.

Rejection is REAL:

R – Reflect. Reflect on the situation. Just take time to contemplate, no feelings, no judgements, just reflection. This is feeling the feeling. Give yourself time to really feel it – don't push it away. Cry. Yell. Do what you need to do to do to feel it, but don't become the feeling. Because if you become the feeling, you're going to end up being mired in rejection.

E – Evaluate. Ask yourself if there is a learning opportunity here or not. If there is a learning opportunity, what could you have done differently?

A – Act. Based on your evaluation, what action can you take to ensure you solidify your learning?

L – Learn. Commit this learning to memory. We know that the definition of madness is doing the same thing repeatedly and expecting a different result. But if we LEARN, we DO things differently.

The Recruitment System – How it really works

I'd like you to think back to a time when you had to hire someone, whether it was a cleaner in your house, someone to help in your garden or a receptionist for your business. Even if you've never had to hire someone, I want you to imagine yourself as being in the hiring seat and following the steps that I'm going to take. This will give you great insight into how the recruitment system works.

Let us assume that I have a vacancy for a receptionist.

The first thing I'm going to do before I put any adverts out is mentally run through my rolodex and ask myself, "Do I know anybody who could potentially be my receptionist?"

My second step is going to be to contact my network. I'm going to speak to friends, family, and colleagues and ask if anyone knows a good receptionist that they could refer to me.

The third step I'll take is to start advertising my position. My first advert will likely be on my company website, and the second advert might be on one or several different job boards, such as Gumtree, LinkedIn, CareerJunction, or any similar sites. At this point, I may also consider advertising at local places of interest, perhaps on the notice board of my local club, or within an association that I belong to. So, there will be a blend of formal and informal advertisements and networking going on at this stage.

The fourth step I'll take is to hire recruitment consultants. It's important to note that recruiters work on risk, which means I don't have to pay a recruiter anything until I hire someone. The day that the candidate starts work in my company is the day that a payment will become due and payable to the recruiter – not before. This is a highly attractive business model for me as a company because it means that I can spread my risk and hire as many recruitment consultants as I'd like to. Of course, many recruiters frown on having several recruiters work on the same vacancy because it means competition increases exponentially. But it doesn't change the fact that this practice is still rife in the market.

Let's summarize all the irons that I have in the fire:

Number one, I have a network actively sourcing for me (hidden job market)

Number two, I have advertisements in several different places (advertised job market)

And number three, I have a handful of recruiters working on my vacancy (advertised job market)

Let's look at the numbers: imagine that I have 10 different channels that I'm recruiting through. Let us assume that I receive only 50 applications for every different channel, which means I have 500 applications at my disposal. I'm going to use technology and systems to shortlist my applicants against my three benchmarks: skills, qualifications, and experience. This is how I'm going to shortlist 500 applications down to 5 for interview purposes. At no point in time am I going to read 500 applications!

Hopefully, by this point, you are starting to see just how competitive recruitment is. And this is why it's so important that you position yourself just right so that you can get the BEST out of your recruiter and your job search.

Advertised Job Market vs. Hidden Job Market

There is a vast difference between the advertised job market and the hidden job market, and hopefully, you've seen a glimmer of the distinction in the previous example.

You will have noticed that the hidden job market comes into play long before any advertisements go out. The hidden job market is defined as any position obtained through word of mouth. The statistics tell us that up to 80% of all hires are, in fact, word of mouth. If you want to learn how to engage the hidden job market, I have an [online course](#) ready for you!

Referencing the previous example again, you will notice that advertising generally only commences after word of mouth has been enlisted. This is when we shift into the Advertised Job Market – and this is where recruiters become operational.

The Advertised Job Market is characterised by intense competition! Let's look at the numbers again:

Assume I have advertised on my company website, on three different job boards, and perhaps I've used four or five recruitment consultancies. That means I am advertising my position through nearly 10 different channels.

When you work with a recruiter or apply for an advertised vacancy, you need to ensure that you are at least in the top 5% of applicants to have a fighting chance. The statistics tell us that less than 2% of all applicants are invited to an interview.

It really is up to YOU! What are you doing to show up as the BEST version of yourself?

How a recruiter works

In my previous example, I unpacked how hiring works from a Line Manager's perspective. Now, I'd like to give you the recruiter's perspective. If you recall, I had a receptionist vacancy, and I decided to enlist the services of four or five different recruitment agencies. Now, let's follow the journey when the recruiter gets that vacancy.

When the recruiter receives a new vacancy, she will adopt a similar process as the Line Manager. Her first step will be to consult her database and network with her colleagues to see if she has a suitable applicant in her system that she can refer. If this doesn't happen, she will advertise the vacancy. The vacancy may well be advertised on up to 10 different places.

Many recruiters, particularly the larger agencies, may advertise irrespective of whether they have an applicant in their database. They do this to maintain their brand footprint. In addition to this, many of their colleagues may also advertise the same position. So, you've got one position being advertised by Sue in 10 different places, and then you've got all of Sue's colleagues—Anna, Steven, and Joe—also advertising that same position in another 10 different places each. This is a worst-case scenario, but it's worth explaining so that you really understand the “needle in a haystack” scenario.

There's an important distinction I wish to make here: you are not the recruiter's client; you are the recruiter's product, their most placeable candidate. The recruiter's client is the person who gave them the vacancy, the person who will pay them upon successful delivery of the applicant. You are not the client; you are the product. And this is the purpose of this little book—how then do you rise above all this intense competition and be the best product for your recruiter to ensure you get placed?

Choosing your recruiter

Let's backtrack to where this little book started: you and the job market. You may feel that your best chance of success is to find the right recruiter. Hopefully, by now, you've understood how recruiters work, and you understand that choosing your recruiter is perhaps a misnomer. If you are, in fact, going to choose a recruiter, make sure that you choose someone who operates in your industry because this will simplify or lessen the competition.

It is, however, far more likely that you will find a recruiter based on finding the right position advertised. This means, again, that you have a very small window of time to show this recruiter that you are the best product for the vacancy they are advertising for.

Pay attention to the following sections to get the BEST out of your recruiter, irrespective of how you found her.

Being the best product for your recruiter

Being the best product you can possibly be for your recruiter basically means that you are the recruiter Most Placeable Candidate.

Remember, you are their product; you are not their client.

There are a couple of different factors that go into being a really good product, and we're going to unpack each in a little bit more detail over the following pages.

- Track record
- Positioning
- Communication
- CV / Resume
- LinkedIn
- Trust
- Interviews
- Salary

Track record

Remember that a recruiter is being paid to place you in her client's company, and she is not going to place someone with a less than stellar track record. It might sound harsh, but this needs to factor into your decision to work with a recruiter. Look at your track record objectively and decide whether you are worth being paid a hefty price for. Research the competition and see what their records look like. Enlist the help of a coach or mentor if you need some objective input.

If your record is not stellar, it doesn't mean that you're not eligible the job in general, it might just mean that you either need to work on how you present yourself to the market, or you might have to explore the hidden job market.

The best way that you can start upping your track record right now is to start looking at what you're doing in your job daily and ask yourself how you can increase your efficacy and your worth to the company that you're currently working for. So many times, someone who is in the job market loses interest and becomes disengaged from their daily job. This hurts your job search because it means that you don't have the track record and the outcomes to substantiate a recruiter placing you in a position and a client paying a premium for you.

Pay attention to what you are doing TODAY and see how you can leverage that in your job search to become the best product for your recruiter. If you want to discuss your track record with a coach, [book an exploratory call](#) with me.

Positioning

The next consideration is your positioning. I can't tell you how many times when I was a recruiter, I would be approached by a prospective candidate who would say the following to me: "Please have a look at my profile and match me to any vacant positions that you might have."

Does this sound familiar? Have you tried this before?

It doesn't work, does it?

Let's come back to understanding the recruitment system. Remember that a recruiter is given a company's vacancy and tasked with finding the best person for that job. It does not work the other way around. That means that when you approach a recruiter and ask them to find you a position, you are acting like the client. Are you going to pay the recruiter for the service? Of course not. That's why it is imperative that you are clear on your positioning before you approach a recruiter.

Three questions that I use in my coaching to establish a client's positioning are as follows: Who are you? What is your value add? Where are you going? Take all three of those questions, roll them together, and ask yourself how to communicate this in your positioning. What have I done in the past that has added value to the companies that I have worked for, and how do I use that to substantiate who I am and what I'm looking for?

I'll give you a quick example: if you have been an accountant and you have a stellar track record as an accountant, I would assume that you had occasion to save the company money, perhaps to save the company time. How are you communicating this value add to substantiate who you are and what your vision is to move into a management role?

Positioning is vital. And it's not about copying and pasting KPI's onto your CV!

If you're unclear about your positioning, the [Get Hired!](#) online course is your best starting point.

Communication

I've touched on communication in the previous section, but it's worth elaborating some more here. Please don't approach a recruiter and ask them to match you to available vacancies; they simply don't have the time!

You have two options when it comes to communicating with new recruiters:

Option 1: Applying for advertised roles

Most of your communication with recruiters will be regarding your application for advertised roles. In this instance, you don't have an established relationship with the recruiter and therefore need to make a good impression as quickly as possible to be considered for the role in question.

Again, we come back to how have you positioned yourself and what is your track record? What are you going to leverage in your communication with this recruiter?

The best technique I can teach you here is what I call the alignment technique. It looks like this: "I noticed you are looking for x; I have done x that has resulted in y."

Use this alignment technique on your cover letters, in your email communication, in LinkedIn connection requests, or even in personal telephone calls to your recruiter to motivate your application for the position in question. Remember, your job is to be a good product, and being a good product entails telling the recruiter how well you align with the position in question.

To get the BEST out of your recruiter, help her do her job by giving her the BEST of you.

Option 2: Asking a recruiter to proactively market you

Another communication with the recruiter would be to ask a recruiter to proactively market you. This is effectively asking the recruiter to represent you in the hidden job market. Not all recruiters will offer this service. You may find that specialist niche recruiters will offer this service, but again, they will only offer this service to someone with a stellar track record, someone who has a strong positioning statement, and someone who has all the relevant differentiators and value adds to back up their claim.

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CV (Curriculum Vitae/Resume)

There are two elements that go into a CV: format and content. In my experience, far too many applicants place heavy emphasis on format while not placing nearly enough emphasis on content. Format is what your CV looks like, whereas content is the meat of your CV. It is vital that your CV contains content that is going to sell you.

A big part of becoming a placeable candidate or a very good product for your recruiter would be having content that is outcomes-based. Now, we all know that when a recruiter submits a candidate to a client for a vacancy, they generally convert your CV to their template. The reason they do this is so that it's easier for the client to read. At this point, many recruiters will ask you for additional information on your CV. One of the biggest things they will ask for is outcomes. These are your value adds and your differentiators. If your CV doesn't have outcomes, you are making the recruiters job much harder for her because you're limiting her ability to sell you.

Go and craft outcomes onto your CV today to ensure that your CV is communicating your value.

Not sure how to do this? The [Get Hired!](#) course contains a detailed CV writing tutorial, and more to get you started.

LinkedIn

Having a great LinkedIn profile is another way to position yourself as a good product for your recruiter. Much like your CV, this means that your LinkedIn profile will communicate your outcomes or value adds, as well as give some indication of what your career aspiration is. Remember the three questions: Who are you? What is your value add? Where are you going?

Here are some basic tips to completing a stand-out LinkedIn profile:

- Ensure that your LinkedIn profile has a great head-and-shoulders photo of you.
- Make sure that you have a meaty headline, one that gives an indication into your specialization as opposed to just your job title.
- Complete your "About" section and make sure that you have included your value adds.
- Under work experience include your outcomes as opposed to a list of job duties.
- Finally, start gathering some good recommendations to add credibility to your applications.

Remember to get the BEST out of your recruiter, help her do her job by giving her the BEST of you.

If you need some help, the [Get Hired!](#) course is your best starting point.

Trust

Being a good product and getting the best out of your recruiter means that you must be trusted. This means that you show up for interviews; you do what you say you will do; you help them to sell you by giving them the information that they need and ask for.

Trust is something that is built over time, and sometimes the relationship is simply too short to build a level of trust. So, make sure that at every engagement, you are showing up as the person you want to be.

Interviews

Many recruiters will coach their candidates in preparation for interviews with their clients, but it's important to remember that YOU are responsible for your success at the actual interview. Make sure that you go into your interview knowing how to answer typical interview questions. Make sure that you have prepared a decent "Tell me about yourself" answer. Prepare for the strengths and weaknesses answer, even if it doesn't come; it will still give you a good foundation to market yourself during the interview. Make sure that you know your value adds and your outcomes and can reference them during the interview.

If it's an online interview, make sure that you test your technology before getting on board with the client. If it's a face-to-face interview, make sure that you're on time.

A new interview technology that many companies are moving towards is one-way interviews, otherwise known as asynchronous interviews. This is where a robot will interview you, and you'll supply your answers live and in front of the camera.

It is becoming increasingly important that you prepare for typical interview questions as well as have your differentiators and value adds ready. You need to go into an interview knowing how to sell yourself. Take these interviews seriously and help your recruiter to place you.

My client recently told me that with all the interviews she's attended in her life, she should know how to by now. Remember that this is not a skill that we are taught – and that's why getting onto the [Get Hired!](#) course will really help. We cover the best ways to prepare for an interview and provide some great tutorials on answering standard interview questions.

Salary

There's often a disconnect when it comes to remuneration. What I want you to remember is that a recruiter gets paid a percentage of your annual salary, so your recruiter is incentivized to get the highest offer for you. They are not out to shaft you.

Make sure that you have salary discussions with your recruiter. Tell them what your expectation is. Leverage your expectation of your value-add. Know what to expect when you go into the client interview, and make sure that your number is the same as the one you discussed with your recruiter. This goes towards building trust with your recruiter.

This is also discussed in detail in the [Get Hired!](#) course.

Recruiters Loyalty

By now, you should have started to understand that getting the BEST out of your recruiter, means being the best product for your recruiter.

Let's start wrapping by remembering that you are your recruiters PRODUCT.

You are not their CLIENT.

The recruiter's loyalty is to the client who pays them a fee. This means that the client's requirements come first. A recruiter has worked with her client and built a relationship with her client over time. Her commitment is to being honest with you about your chances of success in applying for the vacancy under discussion, and your commitment is to being honest about representing your value. Sometimes the two won't line up, and this doesn't mean the recruiter is not doing her job. Too often recruiters are blamed for what is in essence a candidate problem. It is YOUR job to be the best you can be, and this is the only way to get the BEST out of your recruiter.

Maximising your working relationship with your recruiter

If you decide to work with a recruiter, the first piece of advice is to follow the steps outlined in this booklet. Here are some more general tips and pieces of advice:

1. Be clear about your goals
2. Respond promptly to recruiters calls and emails
3. Be honest
4. Prepare for interviews
5. Give timeous feedback to your recruiter
6. Don't give your recruiter a bad name because you haven't done the work!

Conclusion

Working with a recruiter can be a valuable part of your job search strategy, but it's essential to understand the recruitment process, the role of recruiters, and how to position yourself effectively. Remember that you are the product, and your goal is to be the best product for your recruiter. This involves having a strong track record, clear positioning, effective communication, and trust-building with your recruiter.

Ultimately, a well-rounded job search strategy that includes networking and exploring both the advertised and hidden job markets will give you the best chance of finding your ideal job.

Good luck with your job search, and may you find a role that aligns with your goals and brings you fulfilment and success.

What's Next?

1. Your first step is to act on what you've learned here. Pause for a moment and consider what you need to do?
2. You might feel like you can't do it on your own, and that's why we have created the [Get Hired!](#) online course. The course is competitively priced at only \$28, and here's what you'll get out of the course:

Module	Topics and Outcomes
1: Clarity	Answering the three foundational questions: <ol style="list-style-type: none"> 1. Who are you 2. What is your unique value-add 3. Where are you going Elevator Pitch Objective statement / "About" paragraph
2: CV Writing	Understanding CV writing for ATS Detailed tutorial for writing an outcomes based CV Video CV How to create compelling cover letters Strategy for maximizing applications
3: Interview Essentials	How to prepare for an interview Different interview types How to answer typical interview questions
4: LinkedIn Profile	Optimise your LinkedIn profile for better search results

You can include feedback or 1:1 coaching with the course to get the support that you really need. Compare the various options [here](#).

3. One on one coaching sessions can yield incredible results, particularly for personal things like mindset, your positioning, creating a clear vision and your engagement in the hidden job market. If you'd like to discuss a coaching solution tailored to you, schedule some time with me [here](#).