

## Communication Tactics to Make Prospects Want to Work with You



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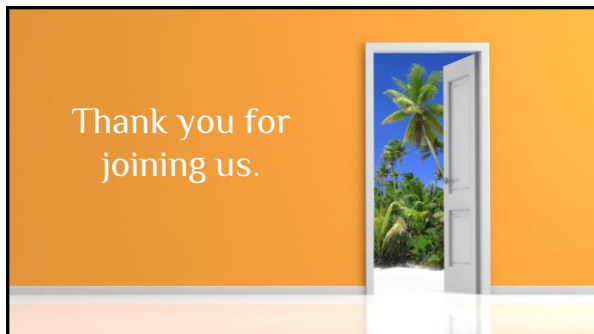
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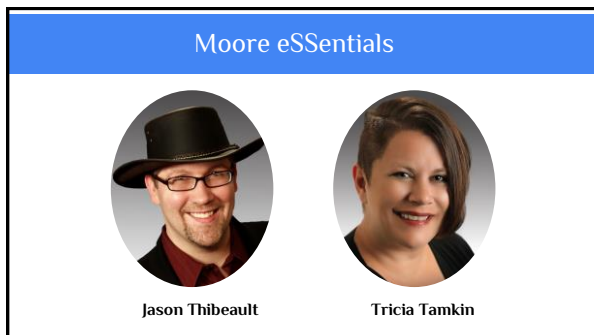
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## Communication Tactics to Make Prospects Want to Work with You

Trust is earned when people believe you're in it for them, not for the deal.

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Influence comes when people are equal parts trusting and slightly intimidated.

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You must only use this for good, and only have the best interests of your candidates and clients at heart.

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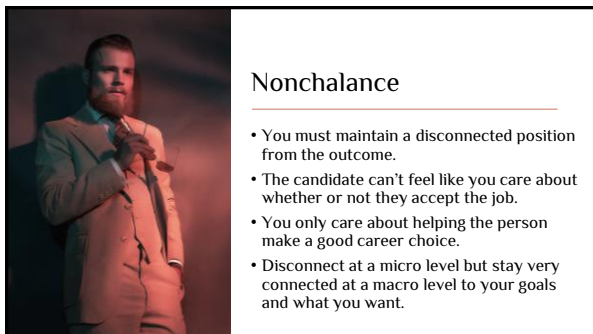
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### Nonchalance

- You must maintain a disconnected position from the outcome.
- The candidate can't feel like you care about whether or not they accept the job.
- You only care about helping the person make a good career choice.
- Disconnect at a micro level but stay very connected at a macro level to your goals and what you want.

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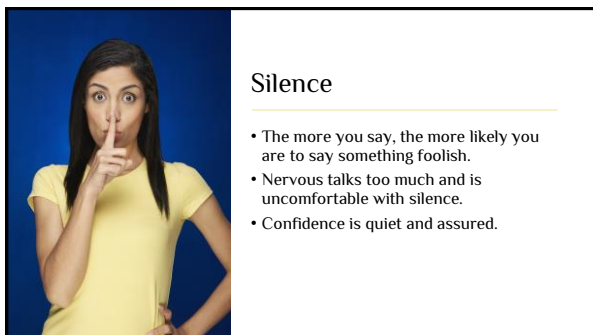
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### Silence

- The more you say, the more likely you are to say something foolish.
- Nervous talks too much and is uncomfortable with silence.
- Confidence is quiet and assured.

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### Imperfection

- Make mistakes and own up to it
- People don't trust when something seems too perfect
- Envy creates silent enemies
- Occasionally admit small defects or admit to harmless vices

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### Rapport

- Rapport is like anything else. It's good in moderation.
- You suggested something to your spouse they didn't take your advice, but then a coach, mentor says the same thing and you're like WHAT?
- Don't move into friend territory. It's hard to lead well when you're friend zoned.

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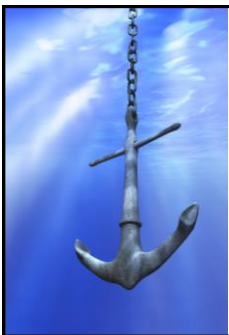
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### Anchoring

- People rely too heavily on one trait or piece of information when making decisions.
- With a client, anchor with "We aren't your cheapest option."
- With a candidate, anchor with "I'm concerned the offer could come in at X, which clearly wouldn't be enough."

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### Consistency Bias

- People have a tendency to want to be consistent with what they've already said.
- During a debrief, don't lead the candidate.
- Get them talking about all the good things about the company, and reinforce those things.

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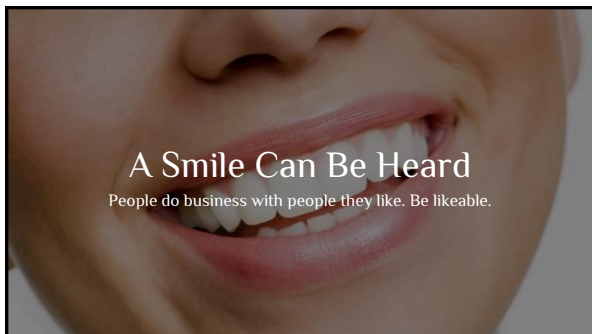
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### A Smile Can Be Heard

People do business with people they like. Be likeable.

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### Intensification

- The more times a person says yes, the more credibility you have with them.
- Does this make sense?
- Correct?
- After several yes statements, you can feed them specific agreements you want them to buy into.

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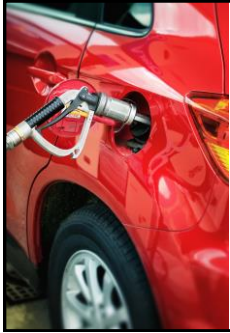
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### Redefinition

- Mostly done through analogies.
- The process of redefining something for a candidate and reframing it into something they can understand.
- For example, a candidate asks how long it takes to move up in the organization. Flip it into a question. How far can a car go on a tank of gas? Depends on the car. Exactly.

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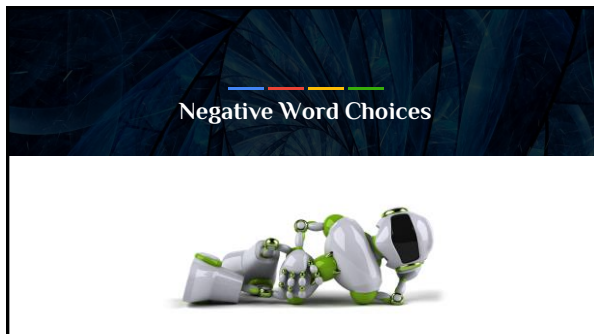
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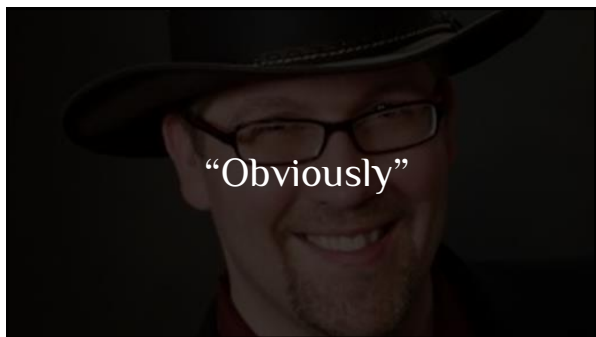
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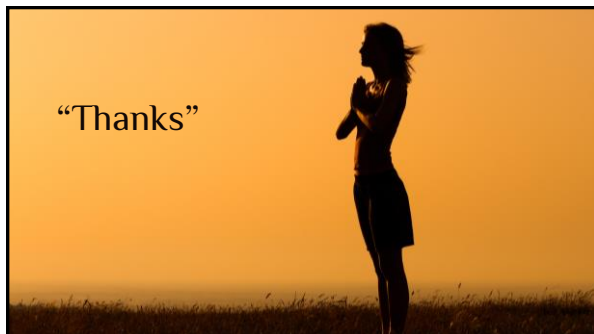
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### Avoid the Cushion

**Basically**, I find people for jobs, not jobs for people.

**Statistically**, four out of five people make up their numbers.

**Realistically**, he can start in two weeks.

**As you know**, adding extra words is a waste of everyone's time.

**SOOOOOOO**,

**Anyway**, only slightly better than anyways

**Anywho**, don't say anywho. Ever.

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THANK YOU

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