



## **How to Hire Top Candidates: Why the First Impression Matters**

When it comes to hiring, some employers get frustrated when their favorite candidates turn them down, time after time. They may wonder if the salary or benefits package was not generous enough, or if another company simply offered a better position. However, in a growing number of cases, the reason candidates are saying no might have nothing to do with the compensation or the position itself. Instead, it may be more about the type of impression that employers are making on candidates.

Typically, employers want experienced professionals who have a proven track record of success — and who are currently contributing to the growth and development of their organization. These candidates don't necessarily need a new job and are frequently generally satisfied with their position at their current employer. This is an ideal candidate for many employers: a successful, productive, experienced employee. And because this candidate will likely be harder to woo than other types of candidates, it pays to make a good first impression.

In the recruiting field, a significant part of making a good impression on the candidate means making decisions in a timely fashion, so that candidates know that you respect their time and their energy in interviewing at your company. It means having an organized and thoughtful interview process, where the questions are meaningful and directed at the candidate's skill and experience. It also involves being ready to commit to a candidate once the process has commenced.

Another aspect that employers often overlook is how their indecisiveness impacts their relationship with recruiters. Failing to act on candidates can cause you to lose credibility with your recruiter, which is ultimately a disadvantage in the ability to find and attract top talent. If recruiters find that you are not making a good first impression on candidates such that many are turning you down, they may not want to work with you — or may stop sending you their leading candidates.

Creating a great first impression is necessary if you want to attract the right kind of candidates for your job opening. If you have openings at your company and would like to work with a high-quality recruiter, contact us Global Recruiters of Elizabeth City today at (252) 331-2775.