

## **The Art of Recruitment Psychology**

When I joined the industry in 1998, I had some telesales and field sales experience under my belt, and could interact well clients face to face well, but my product was not a person. I came from a background of selling mobile phones and quite frankly 20 years ago, mobile phones were a cool thing to sell back then.

Mobile phones don't have priorities or expectations though and they certainly don't change their mind, so having a human being as a product was quite the challenge.

However, the biggest learning curve that I think any recruiter goes through is just how important it is to understand the candidate's background and their motivation for wanting a new position.

Before beginning the recruitment process, the "good recruiters" in the industry will strive to understand what an applicant's motivation is in seeking a new career opportunity.

Why didn't you get on with that manager? Why did you not enjoy the working environment? What stopped you from improving the situation for yourself? – all sounds very "sit on my couch madam and tell me all about it", but that is what you have to become – The Psychologist!

Once recruiters know why candidates desire new positions, they can confidently begin the recruitment process.

The main psychological principle behind job recruitment is simply meeting the needs of both parties – client and candidate. "How can an applicant's need for job satisfaction be met?" Because of this, job seekers can be assured that the "good recruiters" will keep their needs in mind as they help them reach their goals of finding an ideal position and being satisfied with that position.

Likewise, because a candidate's long-term job satisfaction is a recruiter's priority, an employer can feel assured that the right recruiter will match the applicants well to the need in their organisation.

We become good listeners, but make sure you don't become the agony aunt where you will find the odd candidate will pull up a chair, tell you to stick the kettle on and then tell you their life story. Your time is precious and usually attached to a target with your own employer.

However, a thorough interview with your "look into my eyes" psychological questions as outlined in this blog today, will be quite enough for you to start the recruitment process and not only match their skill set but the candidate's personality and job satisfaction needs.

And we don't even charge a fee for that.

No one told me that when you become a Recruitment Consultant, you will need to understand, appreciate, investigate, overcome and solve the issue – now that's what I call a Psychologist!