

# Professional Resource Associates

## **Detroit Office**

201 Broadway  
Marine City, MI 48039  
810-765-1181  
Fax: 810-765-1182

[www.prausa.com](http://www.prausa.com)

## **Chicago Office**

134 N. LaSalle  
Chicago, IL 60602  
312-551-1983  
Fax: 312-551-1984

*We Improve Your Success in Advanced Control Technologies for Devices, Vehicles & Manufacturing*

### **\*Why You MUST Market to the Candidates**

No matter what the economy, you are in a battle to win the best employees to your firm. Winning them begins with the impression you make at the interview.

The purpose of this memo is to prepare interviewers so the **best candidate** will accept the position when offered...without hesitation.

A special effort needs to be taken when interviewing potential employees of the caliber you desire. The candidates, in some cases, are considering other options and will take the one they feel best about. It has been our experience that the companies who do a great job selling themselves to the candidates are the ones who “win” when extending an offer.

Interviewing is a two sided process; the candidate must sell the employer on their skills and abilities, *and* the employer must sell the candidate on the opportunity. In order to get the **best candidate**, please extend your best effort for each and every candidate you interview. **SELL YOUR COMPANY...**the strength of the company, your low turnover, the team environment, commitment to technology, the opportunity this position provides for variety and engineering, the location...the total package. Know what the features of your company are that are most attractive to employees and share those.

### **\*Selling Visually - the interview begins when they enter your office**

You are making a first impression on the candidate too!

- Make sure your lobby and conference room areas are clean and tidy.
- Have coffee and water available.
- Look at other areas the person will tour – do they look inviting? Do work areas look busy? Make sure you have product out that you can do “show and tell” with.
- If you have any awards or certificates, make sure they are displayed.
- Do you have a website? Is it current? Does it provide appropriate background information for a potential employee?

### **\*Selling Verbally - Think of this as a PowerPoint on your company, as if you were selling a partner or investor on the company (verbal)**

- **Introduce your company** and your products; give a brief history
- Talk about the product cycle and **how you operate** on a typical project, discuss the specifics of how you develop and distribute new and existing products. If the candidate is not from your industry, a little industry info might be helpful
- **Review the duties of the position** for which you are interviewing. They have read the description and talked to us about it, but they will want to hear it from you too. Discuss the challenges and opportunity they will have, and convey the support you will be giving (your enthusiasm for their success). Ask them what they think about it; Ask what they would do if they were starting tomorrow.

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Be prepared for typical candidate questions. If more than one of you will be in the interview, talk in advance about which one will take the lead on different subjects, such as:

- Sales/Marketing
- Financials
- Employee stability/turnover
- Past successes
- Customers
- Past attempts to look into other industries

- **Dialogue** with the candidate to discuss what you just said to make sure he/she understands.
- **Tour** the facilities and discuss the product, business operating method etc. You should have already sold the company and opportunity during the foregoing process--this is an opportunity to **remind the candidate** of what a great opportunity working on your TEAM would be.

### **\*\*Take-away package**

We recommend you put together a pocket folder of information that candidates can take with them. Yes, they can look at your website, but there is something about a physical take-away that impresses them, and the spouse or family member who may be influencing their decision. Ideas for things to include:

- Welcome & Thank you letter (see following sample)
- Brochures (products and client list)
- Testimonials
- Company History
- Benefits package
- Information on the area (you can get from your Chamber or Trade Association)
- Release form for reference/background check
- Your business cards

### **Welcome and Thank You Letter**

This is designed to give them some “meaty” reading material following the interview. We’ve enclosed a sample of one we use to give you the overall flavor. Obviously you’d have to make changes to fit your company, industry, and the level of person to whom you are marketing. We do this as a way of testing their commitment and see their reaction to some additional challenge. It has been pretty effective. Contact us for a sample.