Rocket
Recruitment

5
easy steps

The **easiest way** to find more candidates & increase revenue

5 easy steps to engage & reactivate former candidates!

The Candidate Reactivation Framework

Hi, My name is Kevin Ireson and I help Temp Recruiters speed up their recruitment process to place more candidates using the latest technology to simplify the whole process and scale your agency.

This Candidate Reactivation Framework will help you cut to the core of your recruiting process and discover a new way to rekindle past candidates from your pipeline. The solution is simple and the result will boost your candidates by at least 40%.

It will take your recruitment process to the next level and provide you and your team with a new way to generate qualified candidates.

Book My Free Demo

Easy to build, amazing to give

The recruiting world is competitive, so we have created the perfect temple for you to generate more candidates from your existing pipeline - to help you save so much time!

We will help you engage former candidates, renew meaningful relationships with them, and have them ask **YOU** how they can start their new role with your agency.

We bring candidate management to the next level with new innovative technology. Temp Recruiters can now access our e-Registration technology, new Online Timesheets and App platform all in one convenient place. Rocket Recruitment strives to provide you with the best recruitment tools to place more candidates which is why we crafted this reactivation framework, so you can gain more candidates with your existing pipeline!

Rocket Recruitment

✉ hello@mobilerocket.co.uk

The secret is to build a candidate relationship

When temporary recruitment professionals think about building candidate relationships they will try and find the secret to build up their candidate pipeline.

There is no secret to building a candidate relationship, your main goal when communicating with a candidate is to establish a two-way communication that taps into an emotional need… and you can do this by asking the right questions at the right time! Yes, it is as simple as that!

Ask A Question!

The Candidate Reactivation Framework

1

The Plan

Create a list of former candidates

2

The Question

Craft the perfect question to get a quick response

3

The Action

Write a simple, short email and hit 'send'

4

The Response

Be helpful to candidates with timely replies

5

The Offer

Reactivate your candidates by finding them their next dream role

The Plan

Your goal for step one is to create a list of former candidates who meet your criteria to reactivate.

1. Start with a full list of candidates in your pipeline who haven't been a candidate for at least 6 months. You should be able to create the list easily from your CRM, but if not, create the list manually! It's a really important list to have!!!

2. Next, exclude any candidates who are no longer candidates due to specific reasons (location, not the right skills etc.)

3. Everyone else stays on the list, no excuses!

Rocket
Recruitment

✉ hello@mobilerocket.co.uk

The Question

If you want a reply, it's important to ask a question and nothing else!

> **"I was thinking about your next career move and wanted to see how you have been?"**

It doesn't have to be this exact question! Some tips on writing your own questions could include:

A. **Don't ask a sales question!** If you do so such as asking, here is your next role, apply for this job now before you miss out. You are mentally asking them to commit to a transaction on the spot, without any meaningful communication to reactivate the candidates and you will likely not get much back.

B. **Keep your question open ended** like our example above which will attract those candidates who are truly going to be a great fit - We know you have plenty in your database!

C. **Provide an emotional response statement** such as *'I would love to know how you are getting on in your current role!'*. This will show the potentially reactivated candidates that you care about them on a personal level, as well as a professional level and that you are eager to help them!

That's it. Don't keep writing, no one likes a waffler.
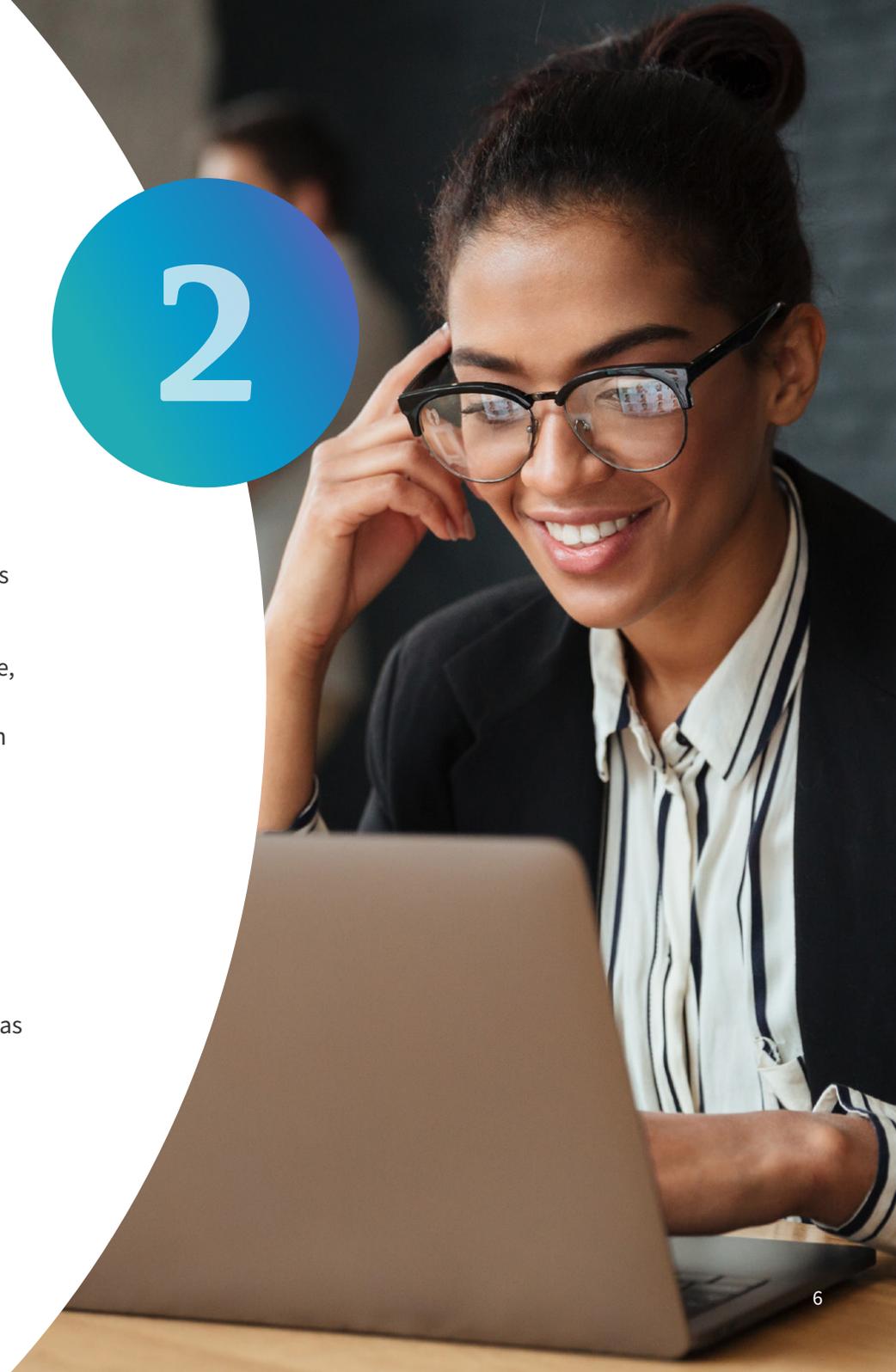
The Action

Open your email platform of choice and remember the last step, just keep it simple!

For example, here is an example of a finished reactivation initial email:

Subject: Hi Richard, how have you been?

Hi Richard,

I was thinking about your next career move and wanted to see how you have been? I would love to know how you are getting on in your current role!

Kind Regards,

James

That's all you need, no fancy images or logo, just a simple straight forward, to the point email. Now don't think anymore about it and hit send!
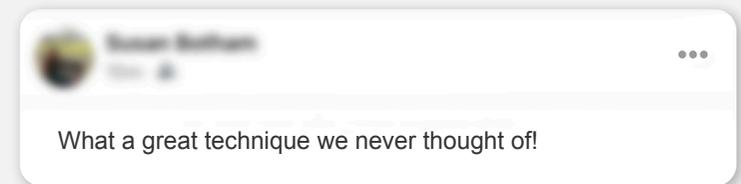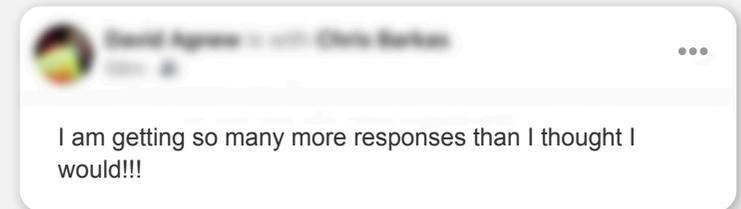
The Response

4

Now for the replies, you will get replies back, but not everyone will respond. Now is the time to hold up your end of the bargain and harness the meaningful opportunity to secure more candidates!

When someone responds, they are giving permission to establish that meaningful relationship which will not only get you more candidates, but build up your agency brand in a competitive market. So don't squander this opportunity!

Once someone replies, your goal is to then reply with a professional meaningful response within a couple of the reply! You can then answer any follow up questions, provide feedback and find out what their next career steps are! If they are happy in their current role, congratulate them on their success!

After using this strategy we have reactivated so many candidates we never thought we had!

I am getting so many more responses than I thought I would!!!

What a great technique we never thought of!

Rocket Recruitment

✉ hello@mobilerocket.co.uk

The Offer

Now that you are engaged in conversation, it's time to take it to the next level and expand on the relationship that you have just rekindled!

You need to provide a relaxed but compelling offer for them to become candidates again. Once you show you can provide the reactivated candidate value, it will be a lot easier to place them into their next role! You can use Recruitment Rewards Cards such as **One4AllRewards.**

Offer	Why it works
Free Rewards Card	This builds trust so the candidate will come back for future temp roles.
Free Referrals Reward	Creates brand awareness and you will gain more suitable candidates.
Free Annual Leave	Retention which will most likely get them to stay in the role

Rocket **Recruitment**

hello@mobilerocket.co.uk

The Candidate Reactivation Framework Worksheet

The Candidate Reactivation Framework Worksheet

Reactivating your old candidates requires you to ask the right questions to engage in meaningful communication that will not only help you gain more candidates, but grow your agency's brand!

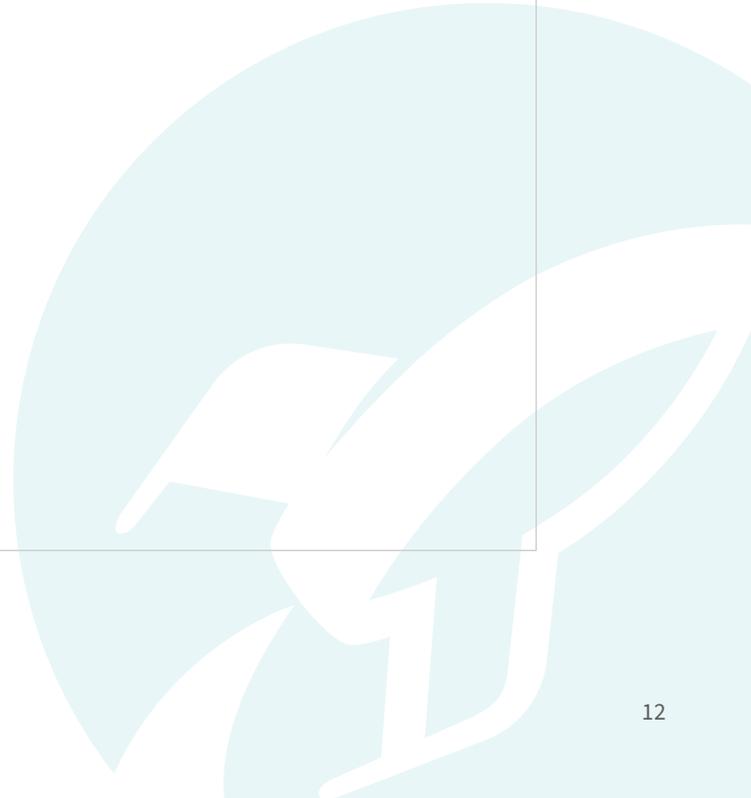| **Total Former Candidates:**	**Exclusions:**	**Total Number Of Candidates:**
How many ex candidates do you have from 6 months + ago	Write down the number of candidates who will be excluded from this list and you won't have as a candidate again	Write down the total number of candidates minus the exclusions

The Question: What's the single question you're going to ask your former candidates?

The Offer: Once you establish rapport with the former candidate, how will you take it to the next level

The Benefit: Why will your former candidates take you up on this offer?

Rocket Recruitment

✉ hello@mobilerocket.co.uk

Notes:

Rocket
Recruitment

✉ hello@mobilerocket.co.uk

What's Next?

![Rocket Recruitment logo]

The candidate reactivation framework won't solely get you all the candidates you need. It's important to level up your temporary recruitment to automate your recruitment process!

It's one of the simplest frameworks to follow to boost your candidate pool in a competitive industry.

It's arguably the easiest and cheapest way to gain more candidates because you have the data right there so let's get after it!!

How Rocket Recruitment Can Help

Speaking of improving your recruitment process and increasing your revenue, are you confident that you are using the best process to onboard candidates quickly and efficiently?

If you are a temporary recruiter needing to streamline your candidate management process, we can offer you a FREE DEMO of our e-Registration, Online Timesheets & Recruiter App System.

Book My Free Demo