
WHAT YOU NEED TO KNOW ABOUT EMPLOYERS...

Too often we operate as if all employers make hiring decisions based on the same way - tangible performance skills. This could not be further from the truth. Skill competency alone is not what gets someone a job!

There are Seven Rules that guide our understanding of employers,

Rule #1 - Establish Value -

The vast majority of employer hiring decisions are made based on the application of marketing exchange theory, which determines the relative value at any given moment. Marketing Exchange Theory says that a voluntary transaction succeeds if one perceives the benefits of the transaction outweigh the costs of the transaction.

Rule #2 - Employers Qualify the Job Developer - It is not the skill set of the candidate the employer assesses but, the skill set of the job developer. Long before the employer meets your

candidate he/she has made a decision whether or not to proceed based on the quality of the interaction with the job developer.

Rule #3 - Identify Problems Not Solutions - Employers come to transactions because they have problems they cannot solve with their existing resources. They seek a new solution. Almost for certain this solution will not



look like most of your candidates. Changing the employer's perception of your candidates as a solution entails going back to the employer's original problem and building a new solution that involves your candidate.

Rule #4 - Objectify Employers' Needs - To get employers looking past employment barriers, which they may perceive as impediments to hiring, you must get employers to focus on the key needs. When the employers objectify the need separate from any subjective feelings they may have about applicants, greater are the chances the employer will select our candidate.

Rule #5 - Get to the Hiring Decision Early - Employers are more flexible with hiring criteria early in the hiring cycle before they have resorted to competitive recruitment. This means you need to be contacting employers early in the hiring cycle. Responding to newspaper ads is very late in the recruitment cycle.

Rule #6 - "Employers Ask for the Moon" - Employers ask for more than they actually need in an employee. Consequently, what employers initially say and what employers will accept can be very different things.

Rule #7 - Listen to the Whispers! - Employers will tell you their "real requirements" if we can listen so intently that we can hear their whispers.

Bill Santos

EMP Oakville

Bill@EMPOakville.com

www.EMPOakville.com

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