



“Becoming a great recruiter is all about marketing!”



— Steve Lowisz  
CEO and Recruiting Expert



**STEVELOWISZ.COM**  
KEYNOTE SPEAKER & TRAINER

**5 KEYS TO INCREASING YOUR  
INFLUENCE AS A RECRUITER**



**RECRUITING IS INFLUENCE.**  
Nothing more, nothing less.

— Steve Lowisz

1



# How to increase your influence —

Influence comes  
from adding value  
to others



**UNDERSTAND THE  
POWER OF PURPOSE**

2

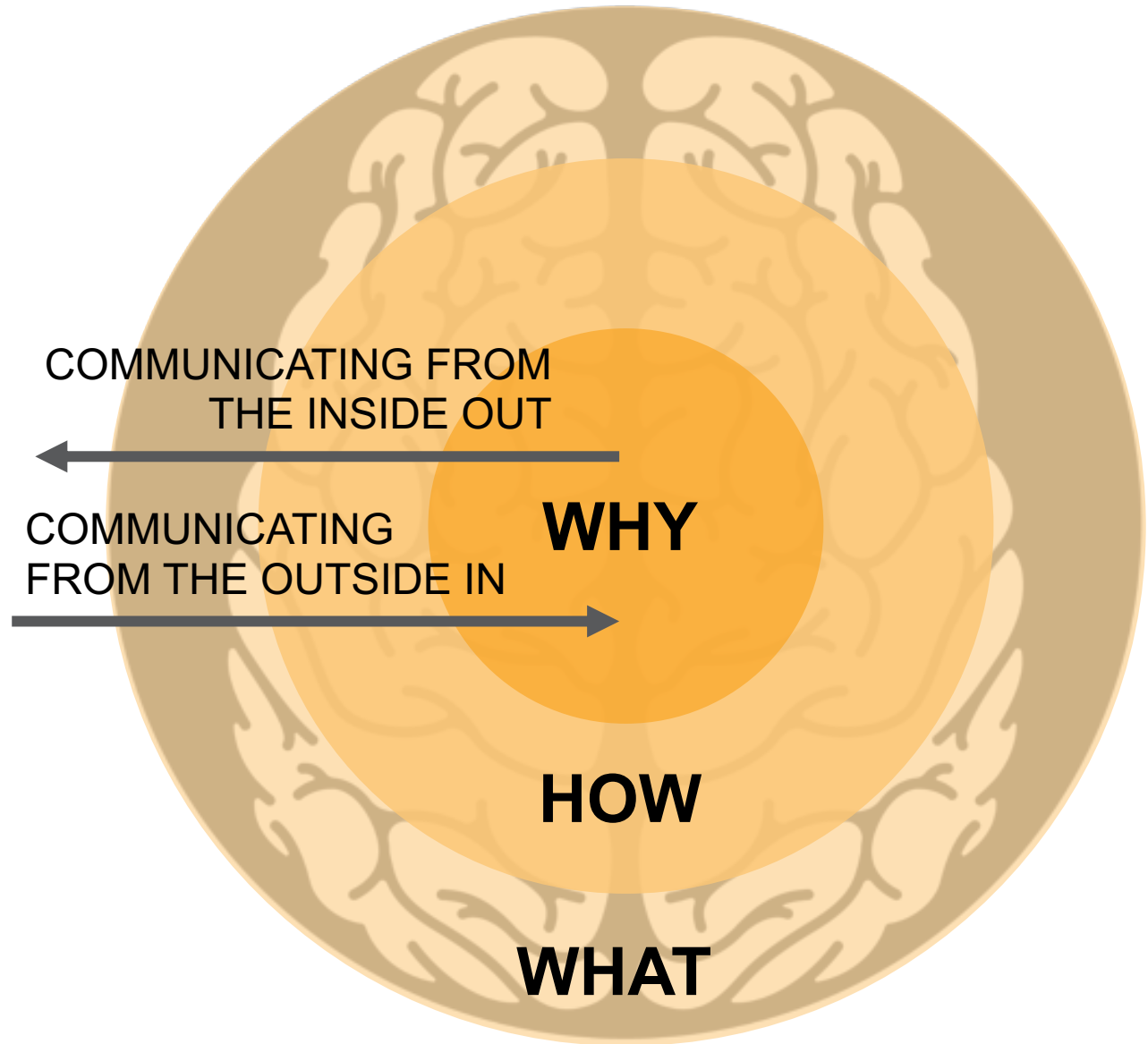



**Buy  
Emotionally**

**Justify  
Rationally**



# The Golden Circle





**COMMUNICATING  
A MESSAGE**

3



# Candidate Focused Recruiting (CFR™)



# Communicate a Message

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**People**



**Problem**



**Pain**



**Possibility**



**Pleasure**



**Path**



**Pitch**

# Digital Dan

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**Age:** 35

**Work:** Digital Marketing Exec

**Family:** Married

**Location:** Royal Oak, MI

**Character:** Community Builder

introvert extrovert



analytical creative



conservative liberal



passive active



“Growth is never by mere change; it is the result of forces working together”

## Goals:

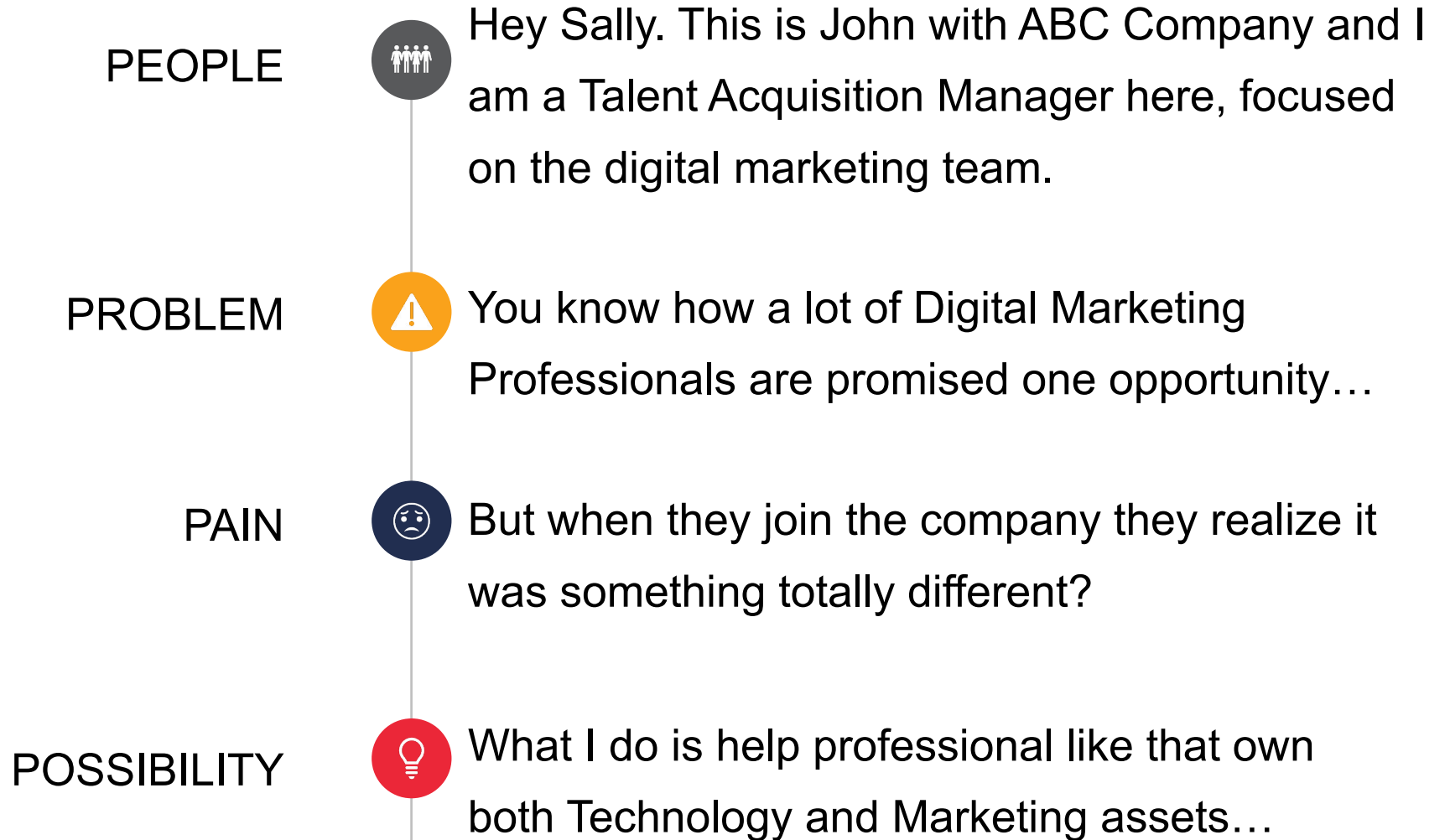
- Influence decisions through marketing
- Lead marketing and technology
- Drive measurable business results
- Own the digital space
- Add value to his org through people

## Frustrations:

- Technology and marketing are separate
- Hands are tied and at the mercy of tech group
- Takes too long to implement new ideas
- People don't understand marketing
- Lack of choice on vendors, budgets

# Example

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PLEASURE



So they can really make a impact on the business  
– stop staying up at night feeling like the tech  
team is working against them

PATH



ABC leverages a new/different way of thinking.

PITCH



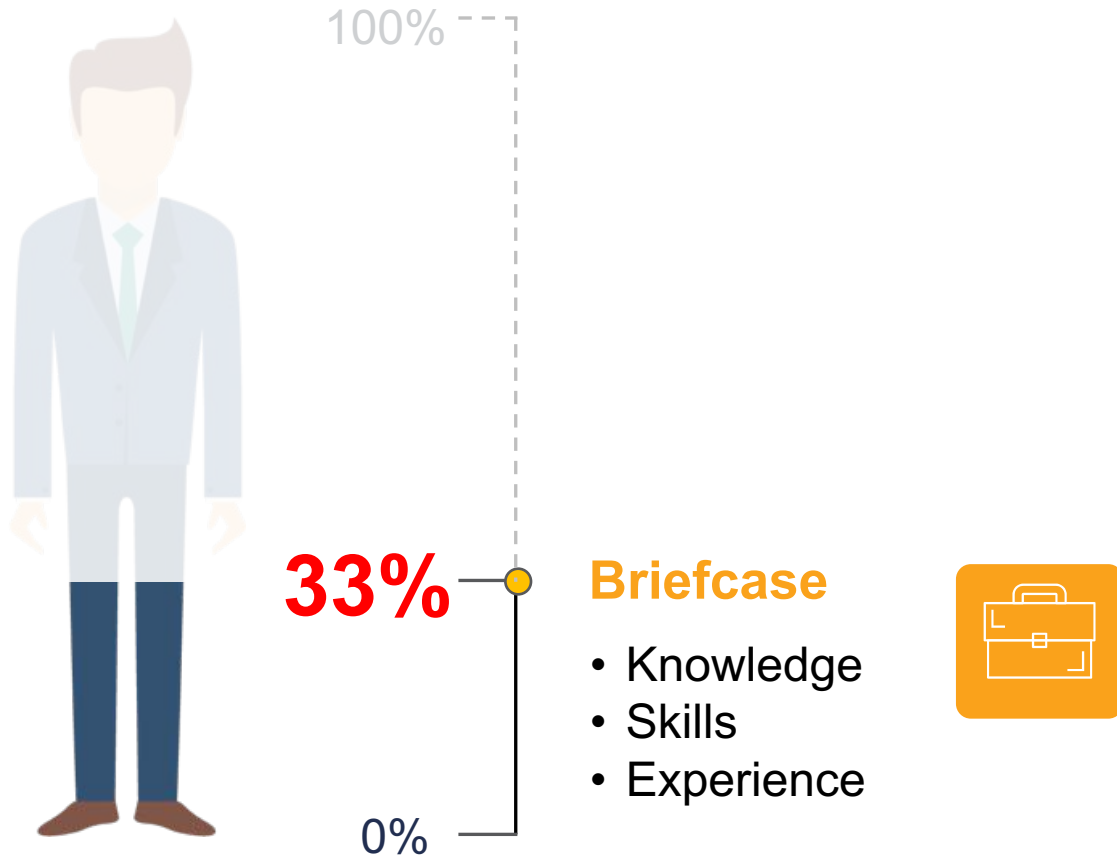
Call me back so I can learn more about you  
and the next steps in your career.  
Especially if you find yourself in a similar  
situation.



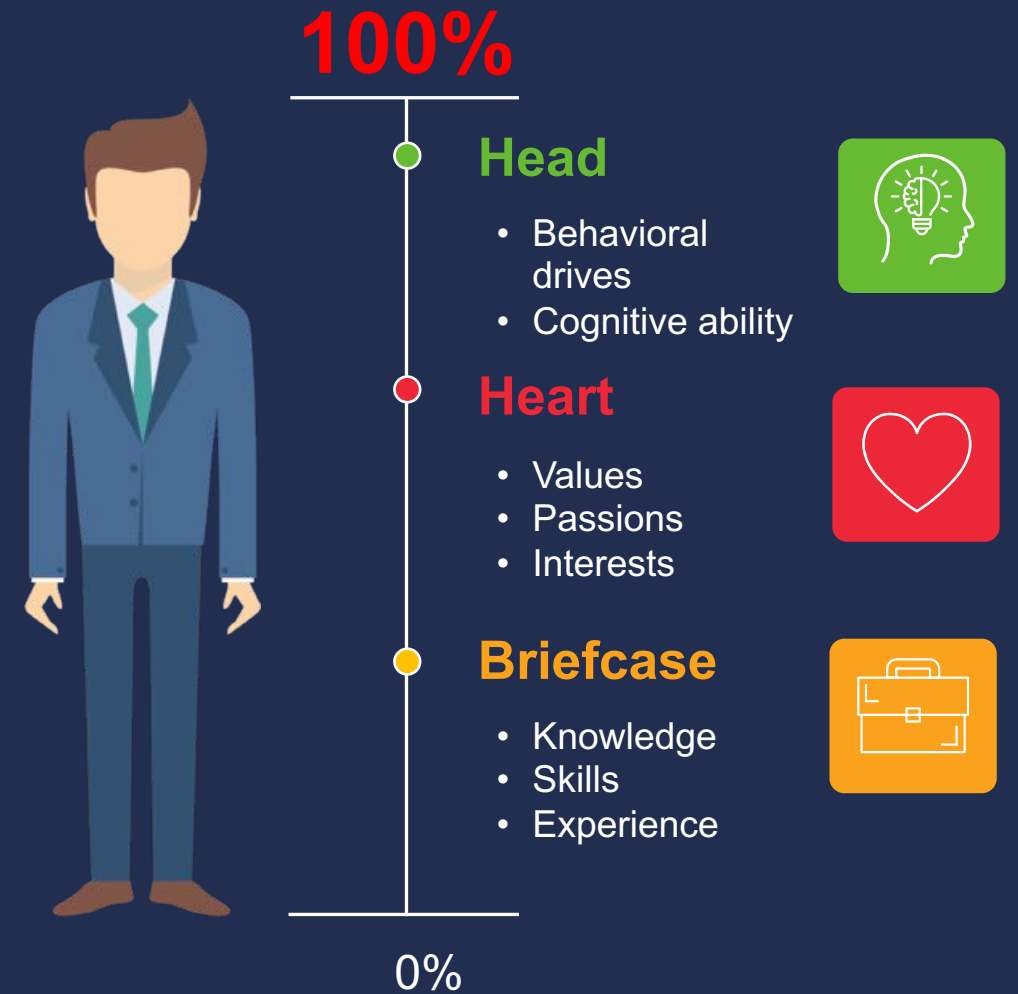
**UNDERSTAND THE  
ENTIRE PERSON**

4

# Most people are HIRED for their skills



# Instead of the **WHOLE PERSON**





CORE

4

**PRODUCTION**  
**N**

**OBJECTIVE**

What accomplishment is most comparable or objective?

**OUTCOME**

How was the accomplishment achieved?

**OBSTACLE**

What problem is the most comparable obstacle?

**OUTLOOK**

How would the candidate approach the obstacle?





**CORE**

**4**

**PURPOSE**

**PAIN**

What the candidate  
has and does not  
want.

**PLEASURE**

What the candidate  
has and wants.

**PURSUIT**

What the candidate  
does not have and  
wants.

**PERSONAL**

What the  
candidate needs.



**CORE**

**4**

**PROFILE**

**CAPACITY**

Does the candidate have the skills and cognitive ability for the job?

**CHARACTER**

Does the candidate have the integrity quotient for the job?

**COMPETENCY**

Does the candidate have the behaviors expected by the manager?

**CULTURE**

Does the candidate have the behaviors expected by the company?



**CORE**

**4**

**PROBE**

**WHAT**

What are the facts of each situation?

**WHY**

Why are those facts important?

**WHEN**

What are the time constraints?

**HOW**

What is the action plan to achieve the outcome?



**MASTERING  
QUESTIONS**

5

# The Bakers Dozen Questions

1. Where are you at?
2. What is working?
3. What isn't working?
4. Why do you feel it's not working?
5. What do you believe is missing?
6. What do you feel you need next?
7. What do you ultimately want in this situation? (SMART GOALS)
8. Why do you want that?
9. What are the major obstacles in the way?
10. What have you done so far to push through these obstacles?
11. What were your results with that?
12. What do you still need assistance with? They usually just need clarity and permission
13. What's the one thing you can do today to move forward?



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