



6 STRATEGIES TO ENSURE CANDIDATES SHOW UP FOR INTERVIEWS



MAXIMIZING INTERVIEW ATTENDANCE

Whiterail represents a paradigm shift in how blue-collar employees are hired. Because many of the qualified candidates we bring to your door are currently employed and not actively job-seeking, a different way of engaging with the applicant is required.



6 WINNING TACTICS

If you are a personable hiring professional who knows how to 'sell' your company, you will have no trouble adapting to the kind of applicants brought to you by Whiterail. Regardless, we put together a helpful list of strategies to help you shift your hiring focus from unemployed individuals to qualified applicants who may have to be coaxed into switching companies:

1

Do they know what makes your company different?

Today's competitive job market, especially when targeting highly-trained and hard-to-fill positions like diesel mechanics, requires a message beyond conveying 'We're a family here.'

Applicants need to know the specifics of what makes working for you unique. This is the time to tell them about special perks or opportunities at your company that do not exist elsewhere.

Wages are an important factor, but a work environment that sets you apart from their current employer can make a considerable difference in how they perceive you. As such, they will begin entertaining the notion of coming to work for you.



2

Do they know you're paying over-market?

You've checked the local market and know you're advertising a salary in the ballpark. However, the ballpark may not be enough when you're going after the most experienced candidates already making more than your advertised salary range.

When calculating the wage range, advertise the highest amount you will pay to an extremely qualified candidate.

Remember, your application is reaching the best and brightest workers – if the high end of that salary range is nothing more than a parallel move, that extremely qualified candidate will not apply.



3

Do you know why they're currently unhappy?

Just the act of asking this question puts you ahead of the competition. Applicants are much more likely to show the interest needed to get them to a face-to-face interview if they know you value their opinion *before they're even on the payroll*.

Additionally, this can be an incredibly insightful question on how you can improve conditions at your company – now you *know* how the shop across town treats its employees, which can inform you throughout the hiring process. This is a vastly underappreciated ace in the hole.

4

Do you present a growth opportunity for their career?

It's one thing to let the candidate know there's an opportunity for growth at your company, but specifics matter most. Tell them of precise paths they can take from the position you hope to fill to the next position above that, and so on.

Share examples of employees who have worked their way up through the ranks and let them know how the experience shaped not only their careers but the personal success that came with that experience, their family's new home, or their brand new truck.

Let the candidate know how their hard work at your shop will improve their personal and professional lives.



5

Do you know why people stay long-term with your company?

Piggy-backing on the latest strategy, tell them about the employees who have not only stuck with your company through the years, but who have excelled.



6

Do you set reminders?

This one may seem obvious and possibly too simple to work, but far and beyond, the most important thing you can do to ensure a qualified candidate shows up for an interview is to remind them, via text, the day before the interview and one hour before the interview.

Additionally, ensure that you get the candidate's email address during the phone interview and send them a calendar invite.

We have witnessed a specific Whiterail client go from 50-65% face-to-face interview attendance to 80-90% just by employing the text message reminders.



ABOUT WHITERAIL

Whiterail Recruits uses a text message-based system to get the right candidates at the right time. It takes candidates two minutes to get their applications in. They answer questions regarding their years of experience and qualifications. It's like chatting with a real person via text.

By combining sophisticated geofencing advertising with messaging technologies, we allow employers to bypass websites like Facebook Jobs and Indeed to reach out to candidates directly.

We've been helping businesses across the US to hire top talent for years. You too can have a fully staffed, successful business. Let us help you grow.



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