

Hiring is a buying decision

The decision on who to hire is a buying decision - use this knowledge wisely

As a career recruiter I believe it is a massive advantage to anyone entering the job market, to spend some time to put themselves in the hiring manager or employers shoes.

Really get behind what they are thinking?, why are they hiring?, what do they want?, what are their risks? etc, etc.

As an example Bradford Smart in his book Topgrading (a hiring methodology for companies serious about leading their industry), Smart proves that miss-hiring can cost anywhere from 10 to 28 times the original base compensation package!

Clearly the more senior the hiring mistake the more damaging.

Therefore anyone hiring clearly has a major need, but also some very serious consequences for getting it wrong.

The decision to hire is therefore a "buying" decision. A serious one at that. This is good to know.

A buying decision is a marriage of logical reasoning and emotional drive.

Consider a major purchase - car for example.

The marketeer's manipulate your emotional drivers by suggesting that buying their car will make you, more attractive to potential partners, feel super successful, save the planet, and other emotional goodies.

Your emotional drivers are the real powerful ones.

So if you are looking for a car, and want to feel more attractive to potential partners (I know this was me when younger), you are going to but the car that most meets this criteria, combined with logical criteria such as your budget, required size and so on.

Hiring is the same, logically they need someone to perform a specific function, who can prove they have done this, have the qualifications, have

the potential, whatever the job spec requires.

Logically this is easy, CV's and resumes are mostly written for logical assessment.

However as any marketer will tell you, the real power is in appealing to the buyers emotional need.

In recruitment this covers a number of factors, mostly around the need to avoid miss-hires and the find a person who will fit with the company and work well with colleagues and clients.

This can be described as LIKABILITY.

Therefore the person who get's the job will be the most LIKABLE with enough supporting reasons (LOGICAL) to justify the offer.

Therefore it is VITAL that you keep both of these criteria in mind the entire hiring process. From CV / Resume / cover letters, and throughout the interview process.

So how do you create LIKABILITY?

Yes likability can be created; it's a combination of characteristics but must include CONFIDENCE.

Within a CV / Resume the trick is to include honest behaviour traits and personality characteristics that you possess and the role demands. Within the logical but often dull facts, figures and experience information.

By doing this you embed personality, written in a concise style you add pace for the reader, keeping them interested, and developing their need to know more about YOU.

Through the interview you build upon this with answers (the foundations you have pre-prepared) based on the role-relevant characteristics, skills / competencies you posses and can DEMONSTRATE.

The honesty is key here, by basing your answers around your personal

character and real experiences, will build your confidence and therefore likability.

It's far easier to be confident talking about real experiences and characteristics than if you have overstated and overly manipulated your character to fit the role.

I realise it's not always easy to put this on paper, and therefore have written a free guide that describes in more detail how to develop your CV / resume and interviewing performance to embed likability.

If you would like more detail please feel free to grab it from my website listed below.

About the Author

I have been in the recruitment industry for the past 11 years.

<http://www.sentient-recruitment.com/how-to-prepare-a-resume-for-interview-success.html>

Source: <http://www.seoscores.com/articles>