

Applying sales tactics to your own recruiting process

Salespeople have created countless tactics on how to recruit new customers. These sales recruiting tactics can be applied to everyday life. Applying a few tactics to a job search is guaranteed to increase the visibility of a qualified job seeker and increase the likelihood of getting hired.

1. Research the Company

[Research about the company](#) is important to learn more about its products & services, goals, current strategies and future plans.

2. Understand Their Needs

After researching the company, the next step is to [understand their unique needs](#).

Then, the company's needs are compared to each individual's unique skills and talents. Job seekers must find out if they're the ideal candidates for the job and if they should continue pursuing the position or move on altogether.

3. Building Rapport

The job seeker should see the hiring manager as a client. This means taking the extra mile to building a relationship with the hiring manager. A little bit of small talk centered on mutual interests helps. Giving positive feedback also opens up the communication lines between two people. People who barely know each other should strive to be open and communicative.

4. Marketing Oneself

Sales jobs include training to promote certain products and services to customers. They must know every detail of the product from its cost to its specifications. Similarly, every job seeker must know how to market him or herself to the recruiter or hiring manager. It's necessary to know one's individual strengths, weaknesses, skills and expertise. During the interview, it's good to share success stories and try to impress the interviewer. During the job application process, it's also good to share portfolios and links to personal blogs or websites.

5. Following Up

Following up with prospects is a critical step in the sales process. Similarly, following up with hiring managers throughout the job interview cycle is important. Staying in touch with hiring managers shows that applicants are still interested in the job. Applicants will appear ambitious, tenacious and dedicated to that particular position.

However, many salespeople are known for being pushy. They're accused of trying to pressure people into buying products they don't want. Similarly, when seeking a job and following up every two weeks, know that following up too many times is considered pestering.

6. Staying organized

Salespeople are encouraged to stay organized and to monitor the results of their sales campaigns. They must know where they are making mistakes, if any, and where they need to make improvements. They must also know when and how to stay on top of their prospects.

Keeping tabs on multiple job applications and interviews is recommended. All salespeople keep tabs on their leads and clients, so it's even more important to keep tabs on one's own career.

7. Evaluating Decision-Making Processes

Every company follows a series of different steps when hiring an employee. Anyone interested in applying for a sales role should understand this process. From a process perspective, for instance, some companies require two different types of interviews – one over the phone and one face-to-face. Other companies may require applicants to submit their portfolios. Almost all companies require applicants to provide professional references. From an evaluation perspective, some companies emphasize on the pedigree of education whereas other focus on applicant work experience. Understanding the evaluation and decision-making process will help applicants navigate through the application process smoothly.

The main purpose of applying sales tactics is to get some kind of a positive response from a prospect. Similarly, applying the right sales tactics to a job search will improve the chances of getting hired.