

Worldwide recruitment

Are we that different?

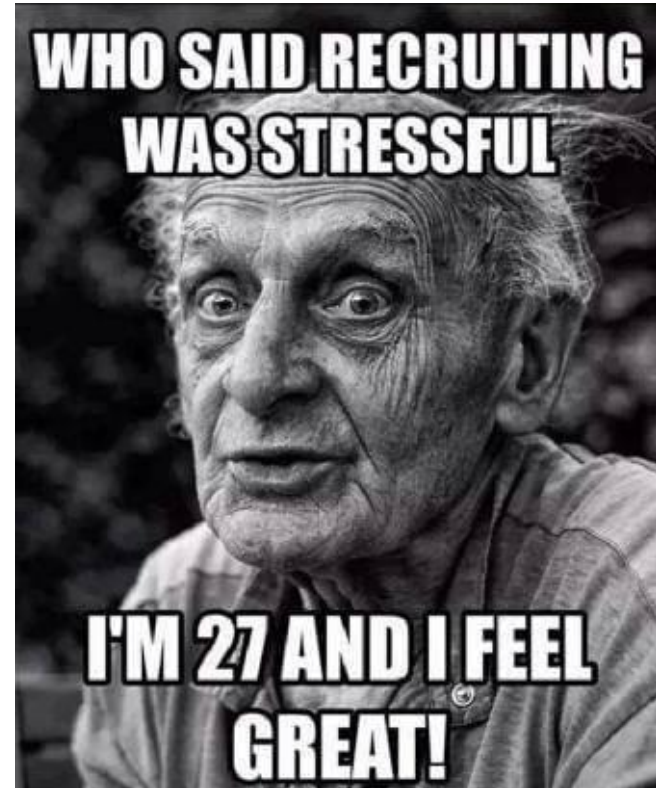
PIRET LUTS

APRIL 2019



About me

- Sourcer/Recruiter/
- Hands on Head of International TA team
- Nortal (Germany, Serbia, MEA, U.S)
- Recruitment Thursday
- Mother
- Wife
- Dog owner



Entering to the new markets- where to start?

- › Local job adverts (language and tone)
- › Local social media channels (what works and what's not)
- › Know your competitors!
- › Education system (qualifications and experience)
- › Local economics
- › Cultural differences

Indonesia (Jakarta)

- New company in the market – fintech industry
- Application process
- Interview process (online vs on-site)
- Making the final decision

Germany

- English or German?
- Straight forward approach
- Titles and the reality
- Personal email or company email?

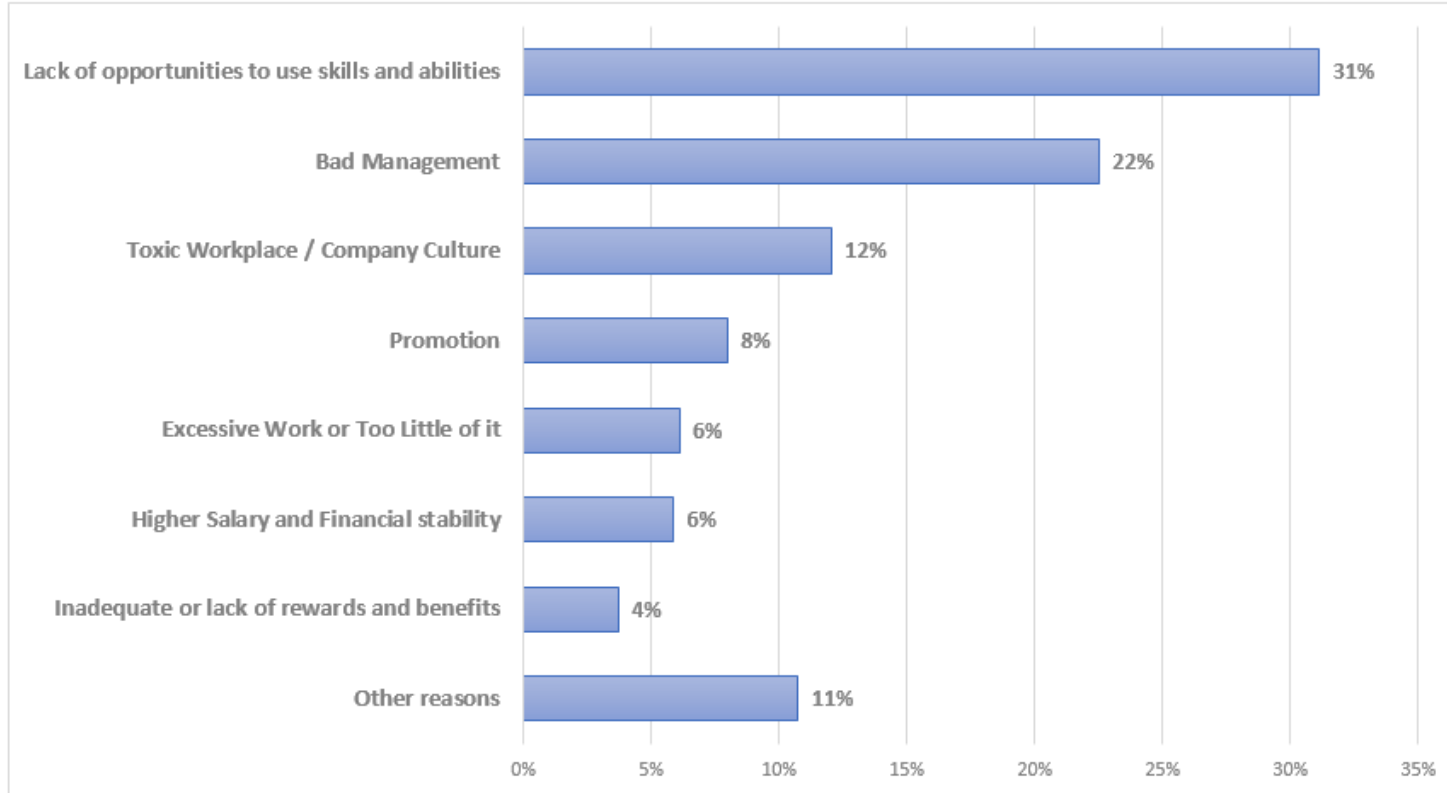
U.S

- Selling your skills – what is the reality
- Superficial Politeness vs Genuine Respect
- Staffing vs recruitment

Same same, but different

- What candidates expect?
- How to build up your network?
- Do you need to speak local language?
- Legislation!!!
- How they want to be treated during recruitment process?
- They all speak human language

Career is journey. Not loyalty.



Prepare

- › Validate profiles (fit for the role; keywords, background and etc)
- › <https://glossarytech.com/> - find your buzzwords and also bulletproof your candidate
- › [Followerwork](#)
- › [StalkFace](#)
- › <https://www.crystalknows.com/> - Personality check
- › Vip24 – personality /team fit
- › Social footprint- <https://discover.ly/>



Prepare

- Prepare
 - › Choose your connection channels – prefer personal email– find them
 - [Lusha](#)
 - [Contactout](#)
 - [Hkido](#)
 - [Adunio](#)
 - › How your message is seen from phone
 - Hello, my name is.... ☹



Outreach

- Personalize
 - › What's important for your candidate?
 - › Engage them
 - › Show that they are important- you are here not just to make another „awesome“ fill
- Customize
 - › There is no „one size fits them all“
 - › There is „some“ fix part- but always make the emails personal
 - › Read it through before you send it out!
- Tools:
 - › Grammarly
 - › Textio
 - › MixMax
 - › Boomerang



peach

@paigelokkesmoe

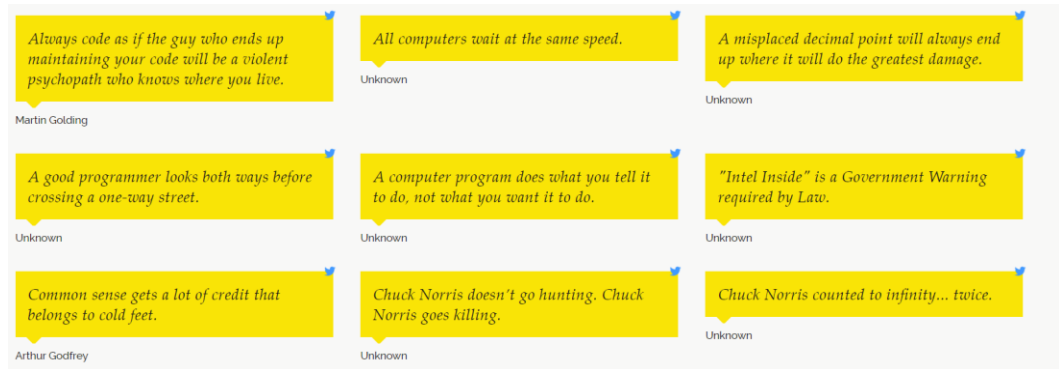
I've learned in my 27 years of life that you cannot send 2 questions to a man in the same text message, or separate messages before receiving a reply to the first one. You will only get an answer to one of your questions. Simple creatures. Slow down for them.

10:28 AM · Mar 11, 2019 · [Twitter for iPhone](#)

Subject line!

Be creative-
not just another
„awesome“ job
opportunity 😞

<https://fortrabbit.github.io/quotes/>



An almost infinite supply of coffee!

Dear Piret,
Currently I am not interested in changing my employer
(and I do not drink coffee ;)).
Best of luck for your further search and kind regards,
Martin

Answer...

*Thank you for the answer, I really appreciate this.
We can extend the coffee offer for tea, cacao...
so this is not the problem :)*

....



It's not a bug, it's a feature!

Dear Sergejs,

Greetings from Estonia :)

Your surname got my eye- it's quite an Estonian name I believe?

...



What's in it for you?

In this role, you would have an amazing opportunity to help people in Germany to have better and transparent access to everyday services.

I would be happy to provide more details over phone call during this or next week.

Greetings from Estonia!

Dear Michel,

Digital Healthcare is the topic why I am reaching out to you as this is something that I can see as a skill and interest from your profile.

I also can see that you are located in Berlin, so relocation to Düsseldorf may not be the first thing to do in your wish list, but maybe when the project and the team are right you would be ready to consider this?


But long story short - Nortal GmbH has opened an office in Düsseldorf and as we have strong knowledge in digital healthcare then this would be one of our priority projects in the market. <https://nortal.com/what-we-do/digital-healthcare/>

Let me know if you may be open for the discussion. I would be more than happy to share information over the phone/ WhatsApp or Skype call.

Be creative!

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Dov Zavadskis · 12:12 PM


I just started reading "Full Stack Recruiter" book and I noticed on Goodreads that you are in the process of reading it too. I was curious to know what are your thoughts on it so far.

Hope you don't mind me dropping you a message. Greetings from London!

Best,
Dov




Aga DT
rated it ★★★★★




Shaun Duvall
rated it ★★★★★

118




Oksana
rated it ★★★★★

Jan 01, 2018



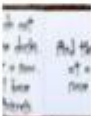
Matthew Clark
rated it ★☆☆☆☆

Nov 29, 2018



Denis Dinkevich
rated it ★★★★★

Feb 15, 2018

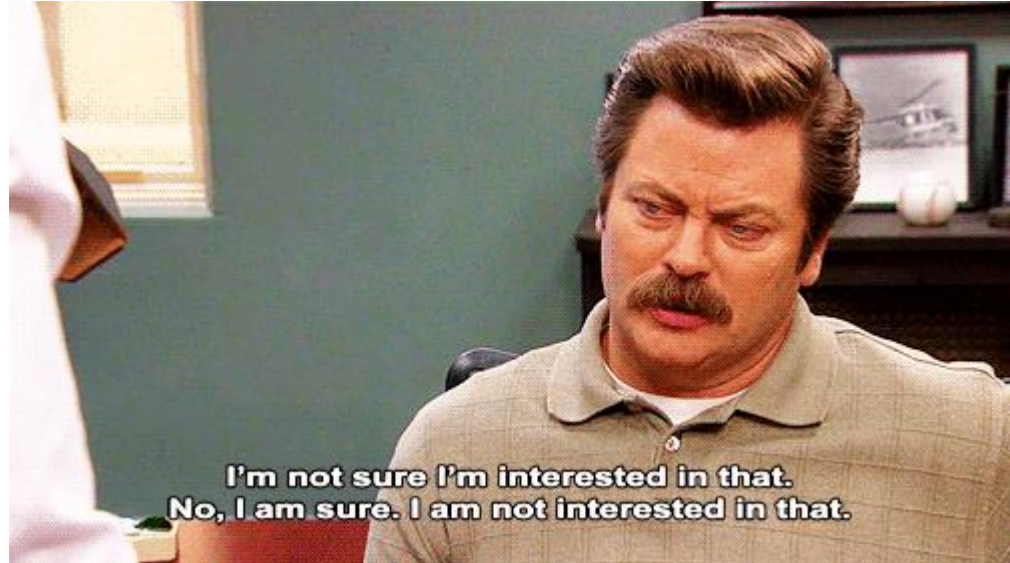


Emily Turner
rated it ★☆☆☆☆

Sep 23, 2018

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NO – how to move forward from that?



And then there was silence....



FOLLOW UP!

Make it easier for them!

I haven't answered because...

Vote

I intended to respond and then forgot. Thank you for the reminder!

Vote

Fine, if it takes 10 minute or less, here is my number:

Vote

Sorry, cant help you. I am too happy with my job/current employer/salary number to consider something else.

Vote

I don't use this email because I got too many emails from pesky recruiters...

Vote

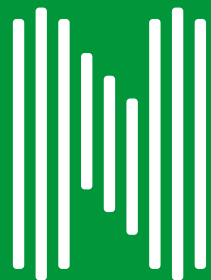
My salary number today is X, can you offer me more?

It works!

Hi Piret,

I think it's a mix of 3 and 4: I used to answer most offers in earlier days, but since the market went crazy (and my own work got more interesting at about the same time) it's just too much effort, plus most pesky recruiters won't take a simple no for an answer. As for my current position i'm actually satisfied though I know I could probably earn more by changing positions. We're global, bring in state of the art technology, company is in biking distance, working hours are flexible, I like the people and know the business (especially the latter is rare for IT staff) and feel I can actually change something. And yes, we do also have an almost infinite supply of coffee. But thanks anyway, I admit I liked the multiple choice part of your last mail :-)

Till



Nortal

Thank you!

PIRET.LUTS@NORTAL.COM

TWITTER: @IIVEL