



Seal the Deal

Effective recruiting demands an organized marketing plan

Whether you are new to recruiting or an experienced pro it is always worthwhile to review current issues and practices. Hiring the best attorneys to fill positions in your firm is at the very least a competitive process. Top candidates have choices. While your firm is a “buyer” it must also “sell” candidates on the value of becoming part of your team.

This process begins well before you even meet the first candidate. It demands planning an effective strategy to attract the individuals most suited to succeed at your firm. Here are some of the things we have learned from our clients about how they work to hire the attorneys they want...

Before you begin the interview process:

- Prepare a marketing booklet about your firm. Include it with a packet of information for each candidate including current press releases and articles written about the company. Incorporate success stories about their practice specialties. Present this information to candidates in advance of their first meeting.
- Carefully choose the people that will interview candidates. Train them in good interviewing techniques and assure that everyone speaks with the same “voice” about the firm.
- Appoint an enthusiastic, organized person to manage the interview process for each candidate. Empower them to arrange appointments with firm members and to enforce the integrity of the schedule. Make them accountable for their efforts.
- Identify your firm’s strengths and future prospects.

During the interview process:

- Use the first meeting with a candidate to set the mood for the interview process. Explain what the candidate can expect; exhibit enthusiasm. Address any issues that are important to them – such as, any timing concerns they may have about their move.
- Keep interviews scheduled close together. Maintain interest – don’t allow the process to drag.
- Clearly communicate your firm’s strengths and future prospects, your expectations of the candidate and personalized goals. Explain how your firm helps support new hires to assure their success.
- Make sure members of the interviewing team clearly understand what you are looking for and present this consistently.
- Maintain constant contact with candidates to show your firm’s continued interest.



During the interview process: (continued)

- Respect and maintain the privacy of candidates. Never reveal confidential information to them. Never reveal information about them to anyone outside the firm or to anyone within the firm not involved in the interview process.
- Think of candidates as the people you will entrust with your firm's future.

What are the things that interest candidates?

Here is an alphabetical list of their most important issues:

- Clients
- Compensation
- Culture
- Financial standing
- Lifestyle
- Partnership prospects
- People
- Reputation
- Support to build a practice

Careful planning and good communication will give your firm the competitive edge that will help you seal the deal with candidates you want to hire.