

HOW TO CONTACT PASSIVE CANDIDATES



**How-to
guide**

What Is a Passive Candidate?

A passive candidate is someone who is being considered for a role, but who is not actively looking for a job or is not aware of the specific role you're recruiting for. If you search the Rigzone candidate database and find a candidate with suitable experience and skills, but they are a passive candidate, you may want to consider contacting them. Reaching out before these passive candidates express interest in a role allows you to determine their interest in finding a new role and gauge their suitability for the vacancy you hope to fill. In addition, you can greatly expand your talent pool and fill your vacancies much faster.



Setting the Stage

Research and preparation is key when it comes to contacting passive candidates. The more you can personalize your approach, the greater chance you will have to spark their interest in your role and improve your response rate.

Interests and Expertise

Clearly understand what interests you about the candidate's skills and expertise and why you think they might be a suitable match for your role. Try to find out what interests them.

Which industries / technologies / specializations do they care about?

Employment History

Research the candidate's employment history and assess how often they change positions. If they have historically only changed jobs every 6 years, they will most likely not be interested in a 6-month contract.

Will your offer be appealing to the candidate?

Your Company vs. the Candidate's Existing Employer

Not only do you need to be able to "sell" the available role to the candidate, you need to be able to tell them why they should want to work for your company (or the company you're recruiting on behalf of) in order to entice them to leave their current role.

What sets your company apart from their existing employer?

Making the Call

We recommend you first email the candidate to book an appropriate time to call to ensure they have time to prepare and to avoid having to reschedule.

Since you have thoroughly researched the candidate, your goal should be to "sell" your role to them, based on key information you have discovered. For example, for candidates who tend to remain with companies for a number of years, you might highlight the company's long history or the average tenure of current employees.

Introduction

Remember to explain who you are and where you are calling from (or on behalf of who), and mention where you found the candidate. For example, you might mention that you have seen their profile in the Rigzone database. Always check if it's a good time to speak to the candidate or arrange a suitable time to call back.

Reason for Contact - The Role

Briefly and concisely describe the available role you have and what expertise and skills you have seen on the candidate's profile that you think match the role.

The Company

Explain who the hiring company is and highlight any key benefits your company can offer the candidate.

Consideration

Allow the candidate time to consider what you have said. Do not be pushy or rush the candidate to make a decision.

Ultimately, limiting your talent pool to only active candidates may mean that you miss out on potentially stellar employees, so don't be afraid to expand your search and your comfort zone.



Research and preparation is key when it comes to contacting a passive candidate.

Example Call Script

Introduction

Hiring Manager

Hi [NAME], I'm [YOUR NAME] calling from [YOUR COMPANY NAME] and I'm the [YOUR JOB TITLE]. Is it a good time to talk to you now?

The Candidate

Yes

Hiring Manager

I found your CV/resume on the Rigzone candidate database and thought you might be an excellent fit for the role I'm currently hiring, a [JOB TITLE]. Would you be open to exploring job opportunities at the moment?

The Candidate

Yes, I would like to hear more about the job.

Hiring Manager

- Provide a clear concise summary of the key points of the role, enough to spark interest with the candidate. Include any key insights from your research on their background.
- Share a brief account of your business and any key benefits your company has to offer.
- Be upfront about the employment type, for example is it a permanent or contract position? If the candidate will not consider a contract role then you do not want to waste each other's time. Simply thank them for their time and wish them well.



Additional Information

If the candidate is interested, he may ask further questions. For example:

The Candidate

Is the role replacing someone or is it a newly created position?

Hiring Manager Suggested Reply:

“Due to our business growth / project expansion / new project initiative... we are recruiting an experienced individual to join and lead our team, and your experience seems interesting and related.”

Make them feel that they have the relevant skills and experience that can add value to your business.

If at this point the candidate is still interested, you may have the opportunity to ask further questions to gauge their suitability for the role. For example:

- Can you give an example of a successful project that you performed well on and would like to share with me?
- What motivates you professionally?
- What team sizes are you used to working in? Or what size teams have you managed previously?



Provide a clear and concise summary of the key points of the role, enough to spark the interest with the candidate.

Progressing the Candidate Further

If you now feel that the candidate has potential, you can suggest a [face-to-face interview](#) and offer to send the [full job description](#).



For Candidates Who Are NOT Interested

Be sure to thank candidates who were not interested in the opportunity for their time. Remember, you are representing your company and it is always best to leave a good impression.

You may want to say something like: *“It has been my pleasure to speak with you, and we respect your decision not to explore this position. We will keep your profile for future reference. Once again, thank you and have a good day.”*



Questions?

Our Customer Success team can always offer excellent additional advice how to contact passive candidates. Please contact your account manager or email us at support@rigzone.com