The Pipeline
A BLOG FROM zoominfo

RECRUITING EDITION

The Recruitment Process, Play By Play

12 Plays to Kickstart your Recruitment Process

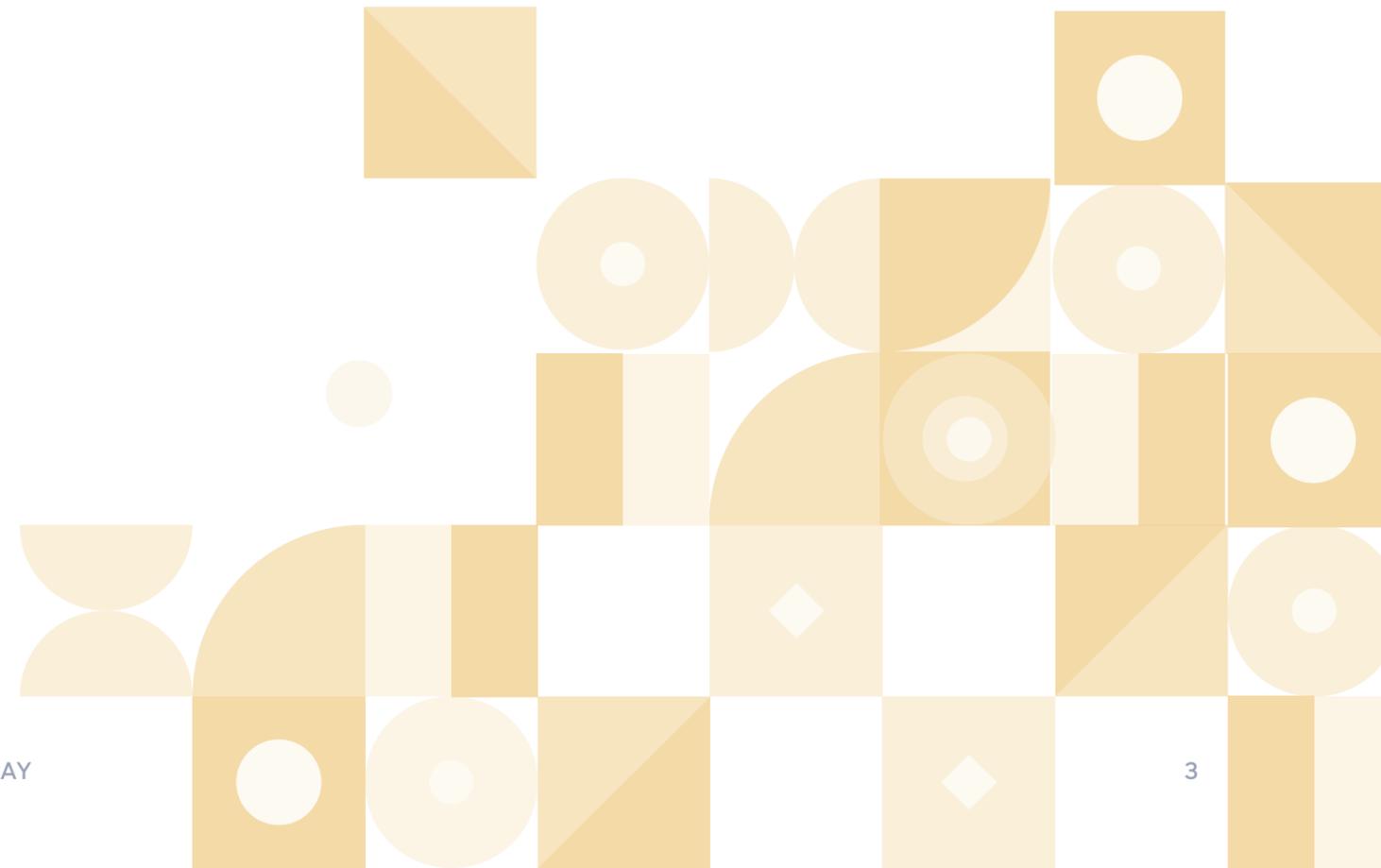# Table of Contents

Introduction

It seems like competition for talent has never been more fierce. To get ahead, savvy recruiting professionals — whether they're working for clients or placing people in-house — seek an edge to save time and get to the best candidates first.

At ZoomInfo, we combine the world's best B2B contact data with advanced tools that deliver a competitive edge to anyone trying to build a talent pipeline. In this ebook, we're taking things a step further by spelling out 12 recruiting Pipeline Plays that can kickstart the hiring process.

In each play, we break down a specific scenario that professional recruiters face and lay out the actions they should take to meet their goals — including step-by-step examples and templates for reaching out to candidates.

We focus on the beginning stages of the recruiting process, which starts by building strong ideal candidate profiles. We then explain how to use ZoomInfo for recruiting alongside ZoomInfo Engage to identify the top talent for the role and reach out to them with contextual messaging that showcases your role in the most compelling way possible.

Let's get started.

01

Define your ideal candidate

Scenario

When the need to hire a new person emerges, the first thing to do is define your ideal candidate. Set up an intake meeting with the hiring manager or client to specify their requirements.

Triggers

- Agency recruiters receive a candidate search request from a client.

- In-house recruiters become aware of a new role or internal vacancy that has been approved by the HR department or talent acquisition team.

Actions

Work with the hiring manager or client to determine the following:

- **Job description:** These are the day-to-day duties that must be performed in the role

- **Job title:** Decide on the position title to find people with the right experience

- **Seniority:** Determine the level of experience required to perform the role

- **Tech Skills:** Build a profile of the technologies the hire would have to use in the role

- **Goals:** Figure out what this new hire has to achieve within the first 30, 60, and 90 days in the role

- **Salary:** Decide on a fair and competitive compensation package for the role

- **Key qualities and soft skills:** Understand the characteristics, temperament, and soft skills needed to execute the role

- **Time to hire:** Understand the urgency needed in filling the role and the time needed for onboarding

Expected Results

Build a detailed job description that can be used to attract candidates.

> "I'm finding more aligned candidates here (ZoomInfo Recruiter), as opposed to LinkedIn Recruiter. LinkedIn Recruiter will pull in other folks that look like a fit … but on ZoomInfo Recruiter, I find a lot more of the specific roles I'm looking for."
>
> **ALEX MARTINEZ**
> Amazon Recruiter

02

Build a list of ideal candidates using filters

Scenario

Once the ideal candidate profile has been created, it's time to start building a talent pool to find the right person for the job. Use ZoomInfo Recruiter filters to identify highly relevant and diverse candidates based on the job description, seniority, and job title. Additionally, you can identify candidates in your talent pool that are likely to respond to recruiting or may be affected by changes at the company they currently work for.

Triggers

The requirements of the role have been defined and it's time to initiate the candidate search or sourcing process.

Actions

- Go into ZoomInfo Recruiter and start a candidate search based on your job requirements and keywords, such as job title, experience, or location.

- Use SmartFilters to add diverse candidates into your talent pool.

- Use the Likely to Listen filter to find candidates who are 30% more likely to respond to recruiter outreach.

- Use Scoops to identify organizational changes to companies within relevant industries and gauge whether certain candidates are open to changing roles.

- From here you can save your search and come back later or add candidates into a Project pipeline or start an automated email outreach through Engage.

Expected Results

A diverse talent pool containing highly qualified, relevant candidates who are open to hearing from recruiters about new opportunities.

> "With ZoomInfo Recruiter, we not only get access to candidates but also information on their companies, which is critical in the current market. ZoomInfo Recruiter combines different resources into one, so everything is at our fingertips."

KIM LAIPPLE

Vice President, Recruiting Operations at Scientific Search

Sample Emails/Sequence

1

Subject line:
Honored to reach out to you, [candidate name]

Email:
Hi [candidate name],

I hope this note finds you well. I'm [name], [title] with [agency or company name].

Your experience is really impressive, and I think we may have an opportunity you might be interested in.

We are seeking a highly knowledgeable [job title], with a proven track record for [qualification 1] and [qualification 2].

You would be responsible for [job description]. If your passion is [summary of key job requirements], this role is for you.

I hope to hear from you soon. If not, I would be honored to speak with anyone you recommend.

Have a great day and thank you in advance for your time,

[name] | [title]

2

Subject Line:
Checking In

Email:
Hi [candidate name],

I hope your Friday is going well. I wanted to follow up to see if you received my earlier message. I would be happy to explain more about the exciting opportunity with [company], a [company description].

As I mentioned in my previous email, we are seeking a highly knowledgeable [job title linking to job listing]. I hope to hear from you soon. If not, I would be honored to speak with anyone you recommend.

Have a great day and thank you in advance for your time,

[name] | [title]

03

Find similar candidates to your ideal candidate profile

Scenario

After you've found candidates who have the right background and skills, you can start looking for similar candidates to expand your talent pool.

If you're hiring for an employee-level position, you can find a set of similar candidates based on traits such as seniority, location, technical skills, and industry.

If you're hiring at an executive level, you can find a similar set of candidates with specific VP or C-level skills.

Triggers

You found the perfect candidate but they are not open to change or refuse your offer and you'd like to find someone with similar experience.

Actions

- Select potential candidates from within a company's organizational chart in ZoomInfo Recruiter.

- Click the option to 'Find Similar Candidates' to view candidates with similar experience at other companies in similar industries, job functions, and departments.

- Select all the candidates you are interested in export the list to use with ZoomInfo Engage or your ATS.

Expected Results

A larger talent pool of relevant candidates to target for outreach.

Sample Emails/Sequence

Subject line:
Exciting opportunity at [company name]

Email:

Hi there!

At [company name], we are a [describe company] and the [why your company is the best].

Are you interested in our [job title] role? [If applicable, list something unique about the role, ex: 1-year fast track from SDR to AE]

If you're interested in learning more — please send me your resume and let me know your availability for a 15-minute call tomorrow.

[name] | [title]

04

Find passive candidates using the 'Likely to Listen' filter

Scenario

You've defined your ideal candidate profile, written the perfect job description, advertised on job boards and other platforms, but still haven't found anyone with the right qualifications. It's time to start seeking passive candidates who are likely to listen to outreach from recruiters.

Triggers

In your candidate search, you've exhausted the results from sites where candidates say they are open to work, or you want to add more passive candidates to your talent pool.

Actions

- Turn on the 'Likely to Listen' search filter to discover candidates that, based on several variables, might be open to outreach from a recruiter.

- View candidates and read their 'Likely to Listen' details to see what might interest them in a new role.

- Select the best-fit candidates for outreach and add them to a Talent Flow in ZoomInfo Engage or export into your ATS.

Expected Results

30% of candidates that appear under the Likely to Listen filter get into new jobs within four months. Get more responses to your outreach.

Sample Emails/Sequence

Subject line:
[Company name] a bit boring?

Email:

Hi [first name],

Starting to think about your next career move? If so, this might be up your alley.

[Hiring company name] has me recruiting an outstanding [job title] position and is offering [job benefits].

[Company name], as you may know, does [company description].

This role will [job description]. Take a leading role in [incentivizing detail about company].

Open to shaking things up? Let's talk.

[name] | [title]

05

Build a pipeline of diverse candidates by using 'Diversity and Inclusion' filters

Scenario

You want to ensure diversity and inclusion are important considerations throughout the hiring process. Leverage 'Smart Filters' to build a diverse talent pool that considers candidates with a range of backgrounds.

Triggers

Diversity and inclusion are being prioritized in the hiring process.

Actions

- Select the 'Smart Filter' button and select 'Diversity and Inclusion' filters to discover diverse candidates.

- Add them to your overall talent pool for the role.

Expected Results

Interview highly qualified candidates with diverse backgrounds.

Sample Emails/Sequence

Subject line:
Ready to make a move?

Hi [First name],

My name is [your name] and I'm a recruiter at [company or agency]. I love your background. At [company], [something unique to the job]. I'd love to discuss our [job title] role and get you onboard.

If you're interested, do you have open availability to connect tomorrow?

Let me know!

[name] | [title]

06

Use org charts to identify hidden talent within company hierarchies

Scenario

Sometimes the right person for your role is hidden in the hierarchy of another company. Use the company's organizational chart on ZoomInfo Recruiter to figure out where a likely passive candidate might be located. Org charts are useful when you're trying to assess whether the candidate's job title and role in their current organization align with the requirements defined in your ideal candidate job description.

Triggers

There are not enough qualified active candidates applying to the role and it's necessary to look for passive candidates.

You are actively interested in hiring candidates from companies within your industry.

Actions

- Use the 'Quick Search' bar to search for a company.

- Click into org charts from the company tab to see a bubble view of the different departments within the org.

- View department groupings by clicking on a bubble to drill down into specific groups and teams.

- Inspect individual groupings in either a bubble or list view.

- Drill down to specific sub-groupings.

- View sub-grouping and the reporting structure at a glance in the hierarchy list view.

- Add passive candidates who might be ready to move up into managerial roles or even higher positions.

Expected Results

Source more passive candidates with the right industry experience and seniority to consider for a role.

Sample Emails/Sequence

Subject line:
[Job title] role at [company name]

Hi [Candidate First Name],

I'm a [your role] with [company], a name I'm sure you're familiar with. We're working to fill a [job title] position and I think you would be a great fit. If you or someone in your network is interested in learning more about this opportunity, let's talk! Are you free this week?

[name] | [title]

07

Using scoops to identify candidates who might be ready to make a move

Scenario

You want to send personalized emails to candidates to increase your contact rate. A good way to build custom email lists is to perform research on the companies where potential candidates currently work. However, it's very time-consuming.

Triggers

You want to increase your contact rate with prospective candidates without spending too much time on researching companies at scale.

Actions

- Create a search for your ideal candidate profile based on job title, industry, experience, and other criteria.

- Apply the 'Scoops' filters such as layoffs, management moves, and other organizational activities to identify candidates within companies that might be affected.

- Click into a candidate profile of interest and see which scoop affects them.

- You can also view Scoops on a company's profile.

- Use the Scoops information to personalize your candidate outreach when you send an email from Engage.

Expected Results

Add candidates to your talent pool based on changes to their organization and reach out to them with more contextual information.

Sample Emails/Sequence

Subject line:
Noticed a change at [company name]

Hi [first name],

I'm a [your title] with [your company], a name I'm sure you're familiar with. We're working to fill a [job title] position and I think you would be a great fit. I noticed [company name] has had a change in [scoops related detail], and if you are open to exploring a new role, I would love to connect. Let me know.

[name] | [title]

08

Build automated candidate communications using ZoomInfo Engage

Scenario

Manual outreach to candidates takes a long time — up to 30% of a recruiter's week! You want to optimize your outreach efforts and save time by building an automated flow that reaches out to candidates.

Triggers

You want to save time and leverage automation in your outreach process.

Actions

- Start a candidate search in ZoomInfo Recruiter, click on the Engage tab at the top right corner and select "Access Engage".

- Log in using your ZoomInfo Recruiter credentials.

- Click on the 'New' button on the top right and select "Salesflow."

- Fill out the required information on the "New Salesflow" pop-up.

- Select the type of outreach:

1. If you want to use email, include the messaging and additional details required.

2. If you want to do a call, include the script and other necessary information.

- Repeat the process until you've built out a candidate outreach sequence that works. Test and tweak content as necessary.

- Once you finish building your sequence, you will be able to directly add candidates to your talent flow from ZoomInfo Recruiter and the ZoomInfo Reachout Chrome extension.

Expected Results

Increased efficiencies and ease of use in the candidate outreach process and the ability to add candidates from any source to your outreach sequences.

Sample Emails/Sequence

Subject line:
Ready for the next big move in your career?

Hi [first name],

Your profile is very impressive — and my job at [your company] is to find the most talented and impressive people to join our team.

I'm reaching out because I thought you'd be a really great fit for our [job title].

[Important or unique thing about your company or company you are hiring on behalf of]

I'd love to set up a 30-minute call to talk to you about the role. Would you have a short block of time tomorrow?

[name] | [title]

09

How to continue the conversation with responsive candidates

Scenario

You have candidates responding to your automated outreach! These candidates are removed from your Engage talent flow and start the hiring process with a screening interview.

Triggers

A candidate responds to your automated outreach from Engage.

Actions

- Respond to their email by asking them to join you for a 15-minute pre-screening phone call to discuss the role.

- If they sound like a good fit, set up next steps for them to interview with the hiring manager.

Expected Results

Narrow down your initial talent pool to the best fit candidates.

Sample Emails/Sequence

Subject line:
Let's have a call

Hi [first name],

Great to hear from you! I would love to set up a time to talk and tell you more about the [job title] role.

Please feel free to schedule a time directly on my calendar below.

View my availability: [link to calendar]

[name] | [title]

10

How to continue the conversation with less responsive candidates

Scenario

A prospective candidate responds late to your automated outreach email or phone call. Other candidates are further along in the recruiting process, maybe even in final stages, but you are still trying to fill the talent pipeline in the case the current candidates do not work out.

Triggers

You received a response after several automated outreach attempts to the candidate.

Actions

- Schedule a 15-minute pre-screening call with the candidate.

- Be honest about where the hiring process stands and make them aware that other candidates are currently being considered.

Expected Results

Provide hiring managers with additional candidates and expand the number of candidates under consideration in the pipeline.

Sample Emails/Sequence

Subject line:
Let's have a call

Hi [first name],

We're excited to meet you on our scheduled call for the [job title] role! Can you please send a recent copy of your resume and/or portfolio?

We do have a handful of candidates farther along in the interview process. However, I think you are a strong candidate and look forward to speaking with you.

[name] | [title]

11

How to use a call list to source candidates

Scenario

You have found a number of candidates that you're interested in for a role. You've tried reaching out to them via email and LinkedIn InMail, but they haven't responded. You decide to add a touchpoint to the outreach process by giving them a call.

Triggers

You want to take a multi-channel approach to reach candidates, and calling them is one of your last cold outreach attempts.

Actions

- Select the candidates you want to call in ZoomInfo Recruiter.

- Choose to 'Add As Contact' from the ZoomInfo Engage dropdown

- Log in to Engage.

- From Engage, under the contacts tab, select the candidates you just exported.

- Select the blue Engage drop down menu and hit call to automatically start calling your candidate list.

Expected Results

A desired candidate picks up and you're able to pitch them the role.

Sample Emails/Sequence

Call Track

Hello!

My name is [your name], and I'm calling from [your company]. I'm calling you today because a [job title] has just opened up at [company name] that I think you would be a great fit for. Does this sound like an opportunity you'd be interested in?

Voicemail Track

My name is [your name], and I'm calling from [your company]. I'm calling you today because a [job title] has just opened up at [company name] that I think you would be a great fit for. If this is an opportunity that you would be interested in, please give me a call back at [phone number]. I have also emailed you, and you can respond there as well.

12

How to reach out to executives

Scenario

You need to hire for a C-suite level position and have prepared
a detailed ideal candidate profile for the role. Now you want to
build a list of qualified executive candidates and reach out to
them.

Triggers

A C-suite level vacancy has been identified.

As an internal recruiter, you have received a request to start the
hiring process. **OR** As an agency recruiter, you have been
hired to fill the vacancy on behalf of a client.

Actions

- Create a search for your ideal candidate profile based on
  job title, industry, experience, and other criteria such as
  management level.

- If you have a few candidates in mind, search for their name
  in the quick search bar. Click into their candidate profile, and
  then into their current company and org charts.

- Click on a candidate and select "Find Similar Candidate"
  to identify other executive candidates who fit your search
  criteria.

Expected Results

C-suite-level executives with the right background respond
to your outreach.

Sample Emails/Sequence

Subject line:
Let's have a call

Hi [first name],

Nice to e-meet you! We've never spoken but I am
familiar with the work you are doing at [company
name].

Your name surfaced in regard to a [job title]
search that we are executing for a well-known
tech company. They [what company does].

I'm sure you hear from a lot of recruiters, but I
would be interested in speaking with you to share
details about this opportunity. I promise not to
waste your time as this is a specific inquiry.

If you are interested to learn more, please let me
know when would be a convenient time to chat.

Thank you for your time and consideration.

[name] | [title]

After recruitment and selection, comes hiring

Once you've developed a shortlist, reached out to those with the ideal profile and heard back from interested candidates, the next leg of the hiring process can begin.

Make sure you visit The Pipeline, ZoomInfo's blog for recruiting professionals, to catch our next installment of plays that can help you navigate the interview, background, and offer stages of the recruitment process.

You'll also get access to the latest strategy guides, tactical advice, and industry trends to keep your competitive edge sharp. We'll see you at work.