

Recruitment Tip #3: The Hassle-Free Interview



by Kurt Scott

HAVE YOU EVER HAD A CANDIDATE arrive at the interview and tell you the rental car company didn't have their reservation? How about, "The hotel didn't have me as a direct bill so I had to put it on my charge card." Or an oldie but goodie, "Sorry I'm late, but the directions they gave me from the hotel were confusing and I got lost." Most of us have had more of these "accidents" during interviews than Carter had "Little Liver Pills."

What follows will give you the framework for revamping your interview program. The first step...Start over!

Vendor Selection

Call your current vendors, **and their competitors**, and personally interview them. The list should include: travel agents, hotels, rental car agencies, realtors, banks and/or mortgage companies. Interview airlines if you are a high volume account - they will make deals, too.

THE KEY? Select one vendor in each category. By choosing the best vendor in each area and giving them all your business, you've now become a **major** account! In return for all of your business, you can expect the most competitive pricing possible and the utmost in service. In addition, having one contact per category makes correcting errors a breeze.

Direct Billing

Set up direct bill accounts with each of the preferred vendors. Although most rental car agencies require a charge card to rent a vehicle, with direct billing already in place, all candidates need to do is verify who they are with a driver's license. Travel agents will also set up direct billing for airline tickets, a big plus for residents that have maxed out their credit cards.

What benefit do you receive by having direct bills in place? An interview where the candidate goes through the entire process and never opens their wallet. They

are left with the impression that you and your organization think ahead and are well planned.

The Welcome Upon Arrival

If the physician arrives the night before the interview, the hotel limousine or the rental car company's shuttle should be waiting at the airport when they leave the baggage claim area. Once checked in at the hotel, they should find a welcome note from you, along with a wine and cheese plate. (Airlines never feed people anymore.)

Interview Day

Pick up the candidate at the hotel and take them to the interview site, **even if they have a rental car**. This gives you the chance to get acquainted and do some last minute counseling about who they'll meet and what to expect during the day.

Try not to schedule any other activities or meetings that day and remain in an "on call" mode. We've all experienced interviewers running over their allotted time. Be there to keep things on schedule. A social gathering should be included at some point during the day. Breakfast or lunch with several physicians and administrative personnel is valuable in assessing the candidate's human relations skills. It also gives everyone the chance to get to know the candidate better.

"Closing" the Day

Allow thirty minutes at the end of the day to sit with the candidate and get feedback about their interview. This also provides you with an opportunity to try some trial closing techniques.

The idea here is to have an interview that "flows." It should be a seamless event. On the occasion that the seam unravels, we need to be there to stitch it up.

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