

# Use Conversational Business Texting to Turn Passive Talent into Active Candidates

Facing a talent shortage? Consider passive talent. Seventy percent of potential candidates are passive talent, says a recent LinkedIn<sup>®</sup> study. However, since they are not actively looking for a job, getting their attention is a challenge. They would be reluctant to take calls from unknown numbers at work and they might not see your email, as we all get hundreds of emails daily. Conversational business texting can help you build a relationship with them.

## How to use conversational business texting to attract passive candidates

### 1. Look up your candidates' "professional exhaust."

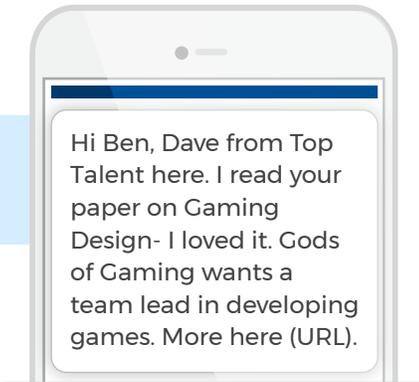
See if they have written white papers or blog posts that show their subject matter expertise. Or if they belong to a professional community online, join that and see how they interact with others. This will help you write more personalized texts when you're ready to make contact.

### 2. Understand why candidates might be motivated to shift jobs.

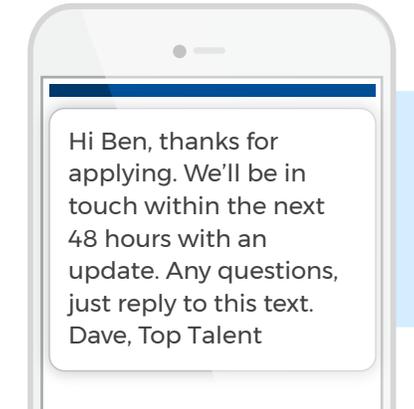
Can you offer something that they're not getting at their current workplace? Discuss with your client on career advancement opportunities that you can offer, as that is often a key motivator for candidates to change jobs.

## How a recruiter used conversational business texting to convert a passive candidate into an active one

Here's a text message Dave at Top Talent, a technical recruiter, sent Ben, a developer:



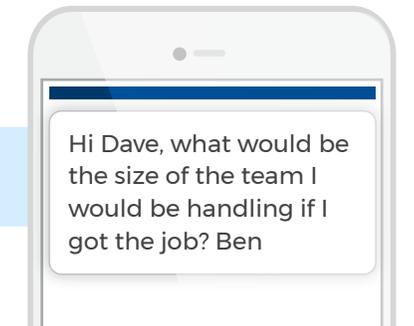
Hi Ben, Dave from Top Talent here. I read your paper on Gaming Design- I loved it. Gods of Gaming wants a team lead in developing games. More here (URL).



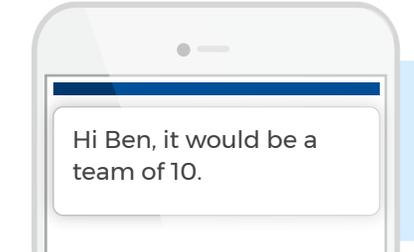
Hi Ben, thanks for applying. We'll be in touch within the next 48 hours with an update. Any questions, just reply to this text.  
Dave, Top Talent

The URL had the job description and a short form Ben could submit if he had interest in the position. Ben got an automated acknowledgement text message, mentioning by when he could expect an update.

Ben wants to know what would be the team size, so he texts Dave.



Hi Dave, what would be the size of the team I would be handling if I got the job? Ben



Hi Ben, it would be a team of 10.

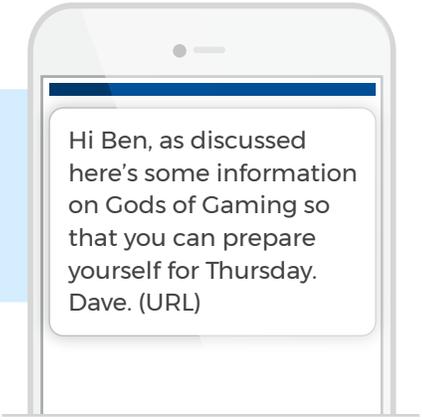
Dave had previously had a detailed discussion to understand the job role with the client, so he has this information. He texts back with an answer.

The next day, Dave texts Ben an update. This way, he's building trust, by texting Ben back in the period when he said that he would reply.

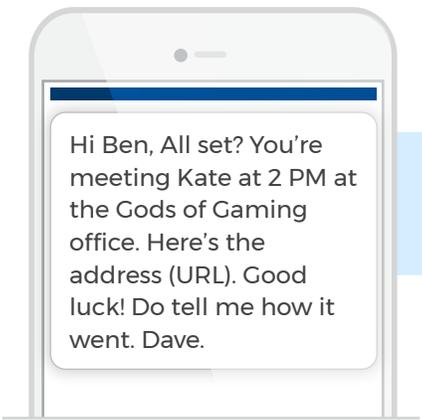


Good news, Ben - you're one of 20 shortlisted candidates. Let's work together to put our best foot forward. When can I call to discuss? Dave

Once Ben and Dave set up a time to talk, Dave tells Ben that Gods of Gaming will have a test, so he should be prepared. He also texted a URL where Ben could download pre-interview documents.



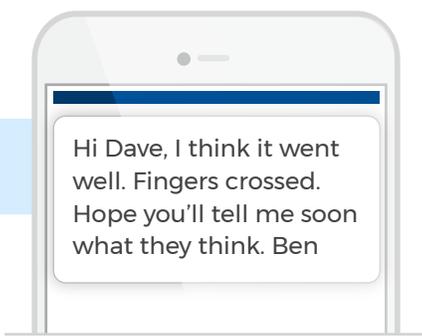
Hi Ben, as discussed here's some information on Gods of Gaming so that you can prepare yourself for Thursday. Dave. (URL)



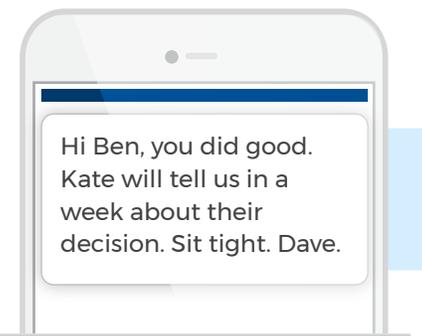
Hi Ben, All set? You're meeting Kate at 2 PM at the Gods of Gaming office. Here's the address (URL). Good luck! Do tell me how it went. Dave.

On Thursday morning, Dave texted Ben a reminder and the interview location, to reduce the chances of a no-show.

Ben texted Dave after the interview about how he did.

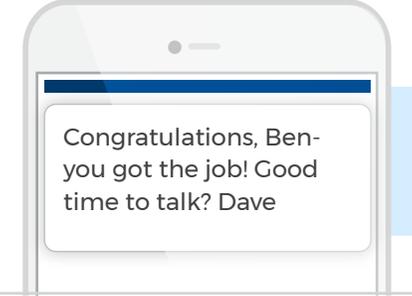


Hi Dave, I think it went well. Fingers crossed. Hope you'll tell me soon what they think. Ben



Hi Ben, you did good. Kate will tell us in a week about their decision. Sit tight. Dave.

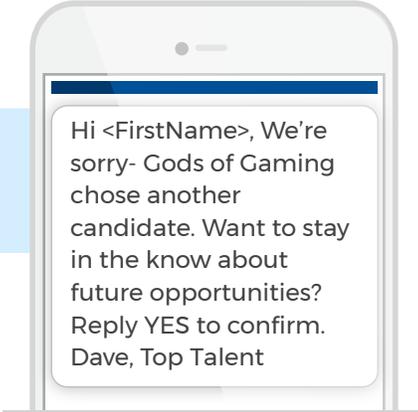
Dave then checked with Gods of Gaming about how Ben did and by when they would make a decision.



Congratulations, Ben-  
you got the job! Good  
time to talk? Dave

Once Dave followed up with Kate after a week, he learnt that Ben had got the job. He sent a congratulatory text.

At the same time, Dave texted the other candidates to update them and motivate them to stay in Top Talent's texting database.



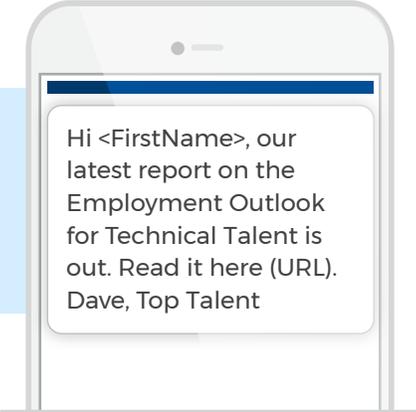
Hi <FirstName>, We're  
sorry- Gods of Gaming  
chose another  
candidate. Want to stay  
in the know about  
future opportunities?  
Reply YES to confirm.  
Dave, Top Talent

Most candidates replied YES, choosing to stay in Top Talent's texting program.

## Nurturing passive talent with conversational business texting

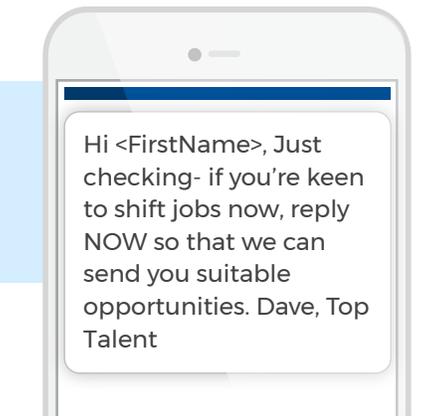
More than a third of North American firms make less than 25% of their total placements from candidates already in their ATS or CRM, according to a 2017 Bullhorn<sup>[2]</sup> study.

Top Talent kept sending career tips to its database to keep them engaged. This ensured that the candidates remembered them when a suitable position came up and Top Talent contacted them. Here's an example nurturing text message-



Hi <FirstName>, our  
latest report on the  
Employment Outlook  
for Technical Talent is  
out. Read it here (URL).  
Dave, Top Talent

An automated message was sent every quarter to check which candidates in the database were now looking for jobs. Here's what it said.



Those who replied entered Dave's list of prospective candidates, widening his talent pool. This made it easier for him to restart a conversation with them, as they knew him and no icebreakers were required. He could then fill more open positions and reduce his time-to-hire, too.

This is just one example of how conversational texting can help you turn passive talent into active candidates. Now it's time for you to use your hands.

#### Sources

[1] [https://business.linkedin.com/content/dam/business/talent-solutions/global/en\\_us/job-switchers/PDF/job-switchers-global-report-english.pdf](https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/job-switchers/PDF/job-switchers-global-report-english.pdf)

[2] [http://pages.bullhorn.com/rs/131-YQK-568/images/2017\\_Trends\\_Report\\_NA.pdf](http://pages.bullhorn.com/rs/131-YQK-568/images/2017_Trends_Report_NA.pdf)