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Make Them Feel Good

There are only two reasons people buy things: to feel good or to solve a problem. There are no other reasons. If the product makes the person feel good and solves the problem, then the chances for the sale are high. This is also true of the hiring process. Hiring people look first to solve a problem—to fill a company, business, or organization need. Not always, but usually, the hiring person must feel good about their purchase—their hire. In fact, experienced management recruiters believe that “good chemistry” between the hiring persons and the candidate is at least 80 percent, if not more, of the hiring equation. So you must make the hirers feel good about you. If you demonstrate you have the ability or potential to solve the organization’s hiring need, and if you make the hiring people feel good about you, then you will be hired.

Here is what makes hiring people feel good about hiring someone.

The candidate:

- Will fit in with the other employees well enough to neither be destructive nor self-destruct.
- Is technically competent or trainable.
- Answers questions directly, honestly, and concisely.
- Is affordable; is within the means of the organization.
- Shows genuine interest in the company and the job.
- Demonstrates having done homework on the company, and is knowledgeable about the issues facing the company.

- Values the purpose of the company, and therefore values the purpose of the job.
- Is nice, well mannered, likable.
- Has enthusiasm, pep, energy. Laughs.
- Is smart enough.
- Has an “I can do it. I can get it done. I will do it. No problem” attitude.
- Asks positively phrased questions that cause the interviewer to think, and which engage the interviewer.
- Takes notes.
- Does not invade other people’s physical or social space.
- Sends a thank-you note to each interviewer.

There is a difference between being friends and being friendly. You are not expected to be a friend. Being friendly is better. Being friendly makes people feel good. Be friendly.