

Generating Candidate Referrals

Why Referrals? Oftentimes referrals make the best hires! They come highly recommended from current employees and have already demonstrated effectiveness in their roles and in your experience with them. When done well, referrals are easier to get in the hiring process from and they have trust and familiarity with you as a connection and awareness of where your work and why.

Referral Tips & Process:

1. **Generating referrals is about networking, and NOT about sales.** You don't have to be salesy to make an impression. Simply talk about your experience and why you enjoy working where you're working.
2. **Thoroughly review your different networks** including the following:
 - a. AVMA/Local VMA Connections
 - b. Local Relief Veterinarians
 - c. Specialty Veterinarians
 - d. Local Shelter doctors & techs
 - e. LinkedIn Connections
 - f. Alumni Groups
 - g. Friends & Former Colleagues
 - h. Facebook groups/Social media connections
 - i. Former students/connections
 - j. Networking/CE Events
3. **You only need to provide basic contact information.** For instance, a name, LinkedIn profile, and email address is plenty to get started with the recruitment process. TA can always reach out to the employee or candidate for more information.
 - a. Problem with the link? Email recruiting@[innovativepetcare.com](mailto:recruiting@innovativepetcare.com)
4. **Utilize templates for outreach.** This will help you craft an engaging message that you can modify when reaching out to people in your networks about roles at your organization.
 - a. This includes email copy, a phone script, and copy for social media outreach. This will help you get a better response rate from candidates.
5. **Proactively source employee networks.** Connect with employees on social media, or ask them to connect their networks through your referral tool



(Pinpoint HQ), so we can source their networks. Then, simply ask if they'd recommend the people you found.

- 6. Keep the conversation going!** Don't wait until you have a need to start talking about referrals. Fill your talent pipeline before you have a position to fill to ensure consistent operations and to stay ahead of the talent curve.
 - a. You should have conversations with your team about referrals on a weekly to monthly basis during team meetings. This is important to establish a culture of referrals and keep hiring top of mind.
 - b. Conduct a deep review (see steps 2 and 3a) of your team's talent networks on a quarterly/semi-annual basis.

Questions about Referrals?

Please reach out to recruiting: recruiting@innovativepetcare.com