



“Breaking and Entering”



How to Building  
HR Relationships





# The Hierarchy of the “Jailhouse”



Feds = Hiring Managers

Warden = HR

Inmates = Employees

Visitor = Recruiters



**You may start a conversation with the Feds,  
but when talking to the Warden, they should  
feel like the most important person.**









# Who's working with the Warden/HR?



Who has good  
“working”  
relationships with the  
Warden/HR?







Who has  
“GREAT”  
relationships with the  
Warden/HR?



# Different types of a difficult HR Person...


- Um Person
- Too Much Detail Person
- Excuse Person
- 50,000-Foot-Only Person
- Hypnotized-by-E-mail Person
- Buzzword Person & Foul Language Person
- Reiteration Person
- Too Busy to Be Prompt Person
- Can't Control the Meeting Person/Wants to Take Over the Meeting Person
- Disagrees With Everything Person





Let's vent because HR  
can drive us crazy!

What are your  
stumbling blocks?



What do you think  
drives us crazy  
about you?



How to:  
Break-In  
Enter  
and be the Daily Visitor



# Make it “All About Them”



- Understand them personally
- Understand the HR Role
- Understand their HR Department
- Respect/Care about their role
- **INVOLVE THEM**





# Their Agenda not Yours...

- Ask questions and engage
  - How can you help you?
  - How can you make THEIR jobs/lives easier?
  - Ask for their help
- Show Confidence and follow up with promises
- Honesty (don't exaggerate)
- Directness
  - Get to the point
  - 10 second opening statement (not a pitch, merely get to the meaty questions), why are you calling?
- Justify your request





You're standing at the gate,  
how do you get in?





**"Communication is a  
contact sport.**

**You must connect to make  
an impact."**

**- Bert Decker, Founder of Decker Communications**





There is a reason for HR so lets  
Respect it so...



**PIQUE** their interest!

- Preparation
- Introduction
- Questioning
- Understanding
- Expectations





# Preparation

- Research
- Don't waste their time or yours by asking for information you should already have
- Practice your introduction
  - “What's your Brand” or “Get your Brand”
- Never make a call without putting your head in the game





# Introduction

- Who you are... Name AND Company
- State your #1 and 2 Objectives
  - 1: To better understand the HR dynamic
  - 2: To better assist THEIR recruiting process
- Your only goal in the introduction is for them to open the door and keep the “Gate” open for you





# Questioning



## After you've been “Buzzed in”...

- Ask RELEVANT questions
  - HR Process
  - Recruiting Process
  - Preferred Vendor List
  - Contract
  - Growth Plans





# Understanding

- Know the HR Person and dynamics
- Relationships
  - Leverage your preexisting contacts
  - Understand their inner workings (know in advance how hard/difficult the “Warden” is)
- Communication Styles
  - Different types of people need to be spoken to differently





# Expectations

- Set an “in person interview”
  - Start Broad: “When would the best time to meet **NEXT WEEK?**”
  - If next week isn’t good, go broader
  - Don’t give up
- Have a clear goal of the meeting
  - Action Items: Yours and theirs
  - Offer to bring templates



Now that you've  
Piqued their interest....









Build a meaningful  
relationship.



Now...

Think about what you  
can do differently.



**Challenge/Dare:**  
**Build 1 “meaningful”**  
**HR Relationship**  
**per week, month & year!**