

FEBRUARY 2021

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# REMOTE RECRUITING WITH SPEED, INFLUENCE, AND EFFICIENCY

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BY NATAN FISHER (COFOUNDER & HUMAN)



## WHO AM I / SINGLESROUT?

Co-CEO and Co-founder of SingleSprout, a 40-person data-driven recruiting firm that places in SF, LA, NY (and Remote)

**\$50K+ DONATED** TO SCRIPTED, CHARITY WATER, GIVEDIRECTLY, DEV/COLOR, THE TREVOR PROJECT

**750+ PLACEMENTS...**

Mostly software engineers at hundreds of startups including 101edu, Vise, Troops, BlueApron, Alma, Nomad Health, Peloton, Oscar.

**HOW?** EXTENSIVE RECRUITING TRAINING, LONG-LASTING RELATIONSHIPS, AND...





Robust 650,000+ candidate database (Flight risk, Skills, Salary, Location, Education)



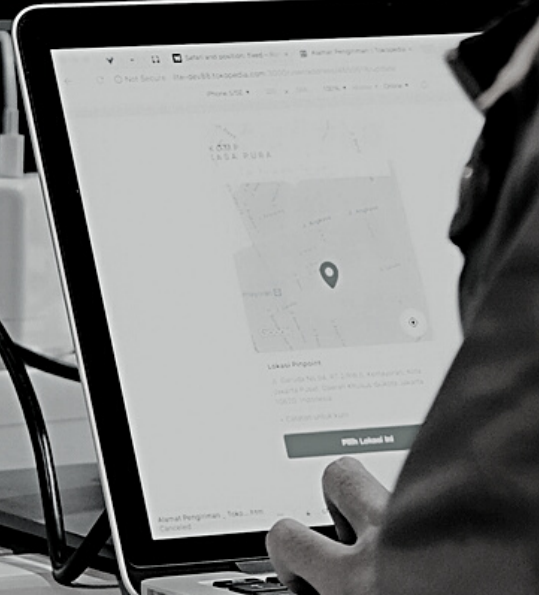
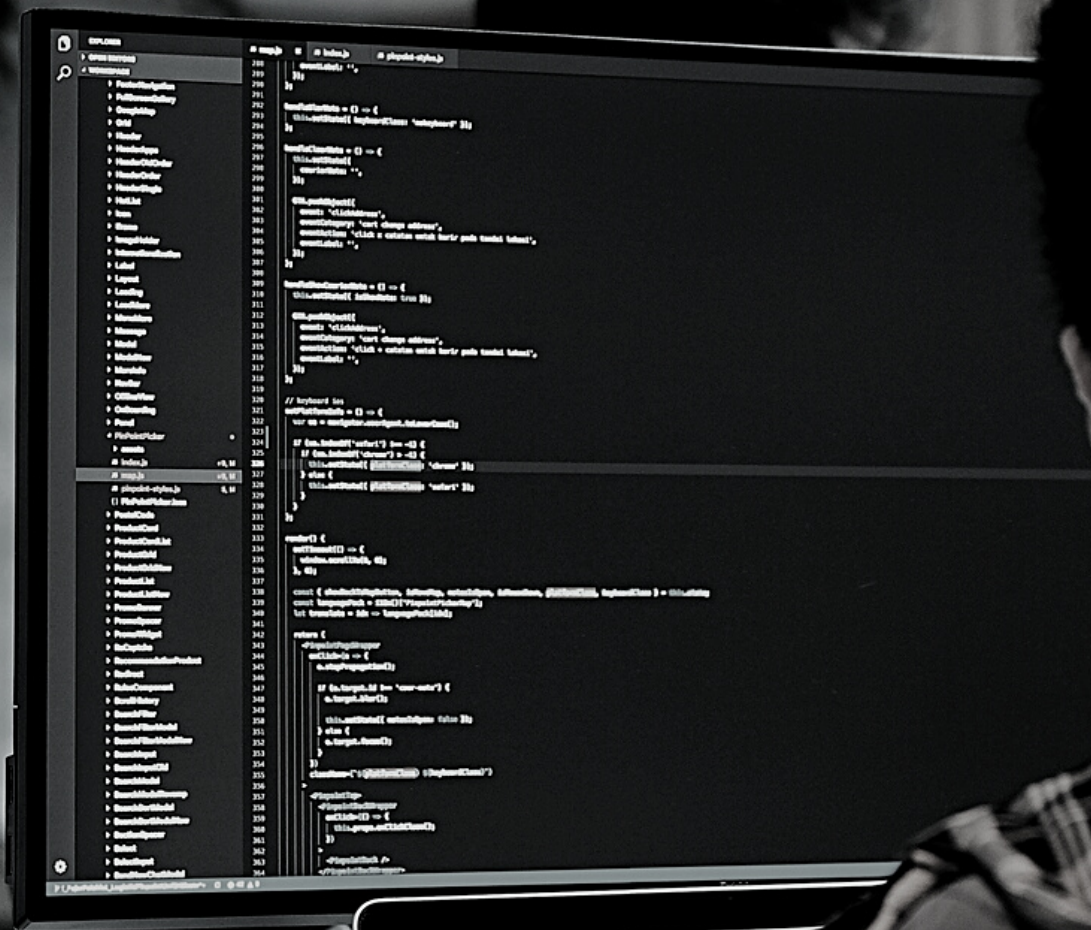
Proprietary ML-based matching algorithm that identifies the best-suited candidates for roles (up to 30 different data points)



Emails (fully white-labeled) 250-500 qualified candidates per week using your standard outreach methodologies



Integrates with your ATS, boosting top of funnel with qualified candidates first vetted by our recruiters.



## FRONTEND ENGINEER

The front-end involves the website or application layout/view, which is the ultimate endpoint for visual presentations and interacting with the end-users.

## BACKEND ENGINEER

The technology and programming that “power” a site- what your end-user doesn’t see but what makes the site run.

Consisting of the server, the database, and the server-side applications.

## FULL STACK ENGINEER

Someone who is able to work on both the Front-end and Back-end. They may not be an expert in both, but they are able to work on both and understand what is going on when building an application.




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## MOBILE DEVELOPERS

Develop, deploy, and manage mobile apps. Application software developers must consider a large array of screen sizes, hardware specifications, and configurations due to differences within each of the mobile platforms.

## PRODUCT MANAGERS

Represents the need of end-users, evaluates market trends, and competition and uses this information to determine what features to build. Sits in between the tech, business, and UX Teams.



## SRE/ DEVOPS

Strongly advocate automation, and monitor at all steps of software construction, from integration, testing, relating to deployment and infrastructure management.

## DATA ENGINEER

The designers, builders, and managers of the information or “big data” infrastructure. They develop the architecture that helps analyze and process data in the way the organization needs it and they make sure those systems are performing smoothly.

## QUALITY (QA) ENGINEER

A software quality assurance engineer is someone who monitors every phase of the software development process to ensure design quality.



Chief  
Product  
Officer



Product  
Managers

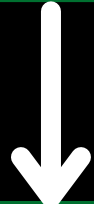
- PM (Product 1)
- PM (Product 2)
- PM (Product 3)

Chief  
Technology  
Officer



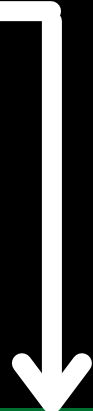
Data  
Team

- Director (Data)
- Data Scientists
  - Data Engineers



Infrastructure  
Team

- Director (Infra)
- DevOps
  - Backend



Web  
Team

- Director (Web)
- Frontend
  - Designers

# EFFICIENT INTERVIEW PROCESS

## Phone Screen

Basic Qualifying and Sell

## Tech Screen

Test the candidate and Sell

## Onsite

Testing, Culture, and sell

## 4th Round (Optional)

Culture & sell, sell, sell

## OFFER



*IT ALL STARTS WITH  
SOURCING...*

## **INTERNAL SOURCING**

Identifying the best databases  
(Linkedin, Github, Stackoverflow)  
for proactive reach-outs.

Warning\*\* Quality Sourcing =  
Volume + Quality (doing this on  
your own can waste a lot of time)

## **EXTERNAL SOURCING**

Search firm (SingleSprout),  
contract recruiters, hiring  
marketplaces (Triplebyte,  
Underdog, Angel.co etc)

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## IF YOU WANT TO TAKE THE LEAP TO SOURCE:

- Start with warm leads of your own sourcing (1st or 2nd degree connections)
- Keep the message short (less than 600 characters)
- Include a calendar link (ie. Calendly)
- Personalize outreach on why it's valuable for that candidate to chat (read their profile / google them) and mention post-covid plans/benefits.

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## POST ON SOCIAL MEDIA!

Have a senior member post online (ie. LinkedIn, FB, Instagram, Medium, Reddit) about the company/opportunity... why it's exciting (what's going on lately, what/ how/ why you're building, news around your product) and include an e-mail to reach out to if someone is interested.

## REACH OUT & FORM RELATIONSHIPS

Attend events, donate, give talks, provide resources, etc.

Partner with reputable organizations in the community:

**Bootcamps:** Ie. General Assembly, HackReactor, CodeSmith, Flatiron School, Recurse Center, CodingDojo

**Mission Driven:** IE. Pursuit, Girls Who Code, Lesbians in Tech, WiTNY



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## **SELL ON: PEOPLE AND DIVERSITY OF TEAM**

leadership, investors, team,  
and women/underrepresented  
individuals in the org

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## **SELL ON: PRODUCT & TECH**

scaling, data, tools &  
technologies used,  
interesting challenges

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## **SELL ON: GROWTH & BRAND**

employee, user, revenue,  
where is the company going

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## **SELL ON: FLEXIBILITY & PERKS (WFH, BENEFITS..)**

According to a recent Indeed survey, 83% of tech workers value a flex workplace (Hours and/or wfh). Don't just say you offer flex, ask what arrangement works best?

*THREE MAIN IMPACT AREAS OF RECRUITING AFTER SOURCING:*



**SPEED OF PROCESS**



**CANDIDATE BUY-IN**

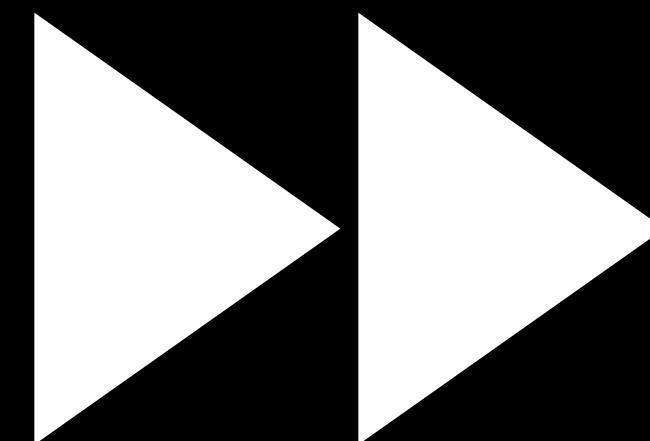


**CLOSING**

# ***MOVE QUICKLY!***

*“LONGER THE PROCESS, TOUGHER IT IS TO CLOSE THE CANDIDATE”*

- Publicly share your interview process and general timeline (bonus points for why)
- Publicly share why it's a great opportunity and strong culture
- If possible, ask questions to the candidate early on (by e-mail or application) and make a call if this is going to be the right fit based on:
  - Salary expectations =
  - Ideal role =
  - Favorite part of last role =
  - Remote/Office preference =
  - Specific interests =
  - Absolute NO's =
- If you don't disqualify, this should give you some good selling points for the conversation





## ***A GREAT FIRST CALL***

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### **PREPARATION**

Review their profile (do you have mutual connections or interests?) and any specific selling points.

### **BUILD RAPPORT EARLY**

- “Smile when you speak”
- Find commonalities in background you can relate to
- Praise their background
- Appreciate their time
- Be empathetic and understanding to unconventional questions
- Give (outside of process) if you can = “Pebble questions”

*PITCH IS YOU*



*PROBLEM*



*SOLUTION*

The more vulnerable you  
can be, the better.

"When I was a kid every summer I used to mow my neighbors lawn no matter if they had the money to compensate me or not. That's who I was and that's who I still am... I'm a person who cares about helping people."

Be genuine, concise &  
relatable.

"I am excited to go to work and see our companies grow, see our engineers/candidates grow their careers, and we are making an impact in the world."





## *LISTEN INTENTLY, GUIDE THE CONVERSATION*

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- Regurgitate their answers (to show you are listening)
- Questions should be objective and from a place of respect (Technologists can & often feel like they are being tested. Sprinkle in “sorry” or “I’m afraid”)
- Paint a picture based on what they are looking for
- Always good to set expectations on time of intvw or be polite if you want to exit the convo

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## LAST 10% OF THE CONVO IS HOW YOU ARE REMEMBERED (HBS STUDY)

The tone and approach in how the conversation closes are highly impactful for the candidate's perception of the company. Please make sure, just as you have throughout, to be respectful, friendly, and appreciative of the candidate taking the time.

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## BE TRANSPARENT & CONCISE IN NEXT STEPS

If you like the candidate, ask if they are interested in moving fwd. If they are, schedule the next round on the spot.

Ask how to best communicate with them. Text/call is our favorite - quicker & builds rapport.

## *EXAMPLE QUESTIONS TO GET A DEEP LAYER OF DATA ON FIRST CALL*

- What specifically interests you from what I mentioned?
  - What is a project you have been working on for the past year that you feel is a great example of your work?
  - How much ownership did you take throughout these projects?
  - Have you ever built anything from the ground up? Pls elaborate.
  - What are your strongest tech skills/languages? How many years of production level experience? Do you they work on these languages on a daily basis?
  - If they are full stack: what percentage do you work on FE vs. BE?
  - If they are manager or tech lead: how big is your team now, and how many people do you manage?
  - Are you actively looking for a new job? What are your other opportunities?
  - What does your ideal next role look like? What motivates you?
  - Do you prefer to work on a collaborative team, or alone?
  - What does your timeline look like?
  - What level of compensation are you targeting?
  - Are you legally authorized to work in the United States?
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## TECH TEST OR NOT TO TECH TEST?

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We analyzed hundreds of processes & did not find a correlation between success of a tech test & not doing one.

Common code test software:  
Hackerrank, Codility, Coderpad



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## TAKING FEEDBACK & IMPLEMENTING

- Are people doing the test? If they are not, why not (is it time, is it bc they are not bought-in?) Get that information from recruiter / candidates (ask!).

If you do them: use in 2nd round - 1 hour or less.

*Generally, I'm a bigger fan of no tech test because your 2nd screen gives another opportunity to sell the candidate, and candidates often don't do them.*

## PRE-ONSITE TO CLOSE

Before the onsite phase (if possible), call them and **ask questions** to align on salary, timeline, and address any other roadblocks (do you have any concerns?), and let them know when an offer **could** come.

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*IN THE ONSITE INTERVIEWS, MAKE SURE THE CANDIDATE HAS A GOOD UNDERSTANDING OF:*

## **TECH/PRODUCT**

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Make sure they physically can see under the hood, what projects are upcoming? What's the day to day?  
30-60-90 day projects?

## **GROWTH**

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Where is the future of this role?  
What ownership will they have? 91%  
of tech workers are looking for  
learning & education.

## **PEOPLE**

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Get them to meet your team, and prep the team on the candidate's needs so the team can better connect with the candidate.

## **BRAND**

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What impact can they have on the  
business...  
the world?

AT THE END OF THE ONSITE, IF YOU LIKE THEM, ASK...

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Do you have a good understanding of what the role is and day to day?



Do you feel like you can do the role? Do you want to do it?



If the offer looks good, when can you start?

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## CLOSING

MAKE AN OFFER WHEN MOMENTUM IS HIGHEST  
WITH A DEADLINE (3-7 DAYS)

If needed, invite them **OUTSIDE** the  
office to meet (bonus points if you can  
get their SO to join)

Signed: prepare them for a counter-offer  
("counter-offers are normal, how would  
you approach that conversation?")

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## POST-CLOSE: MAINTAIN EXCITEMENT

When a candidate accepts an offer, there are often a few weeks of down time before they join the firm. It's important to keep them excited during this time by:

- Sharing reading material
- Inviting the candidate to office social events (happy hours, and virtual get-togethers)



**THANK YOU!**

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NATAN FISHER | SINGLESPOUT