

Why Recruiters Aren't Calling You

...and how to make sure that they **DO!**





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We've all been there. You've crafted a perfect resume and a really well thought out cover letter. You meet all the qualifications, and you have the experience and work samples to prove it. You hit **SUBMIT** with a quiet sense of excitement, because you **KNOW** this is it. This is the job. It was *made* for you.

And you wait. And you wait.

And you never get the call.

Before we talk about why you were overlooked, let's talk about recruiters for a second.

Recruiters Are Busy

In a typical day, recruiters could be trying to fill between 40 and 100 positions. And some of these positions could get *thousands* of applicants. In addition to reviewing resumes, recruiters are responsible for:

- Setting up interviews
- Preparing candidates for interviews
- Making introductions and connections

The sheer volume of the the work recruiters have to do means that they spend, on average, less than *6 seconds looking at your resume*.

And that's if they ever see your resume at all. (We'll get to that in a minute)

Recruiters Have Quotas

A fun fact that most job applicants don't realize is that recruiters have quotas to fill just like sales people. If you're a qualified applicant, they *want to talk to you*. So if you're someone who thinks, "I'm not going to call them or show up at their office; I don't want to bother them," then you're not thinking about this the right way.

Developing a relationship with a recruiter is in both of your best interests! Why do you think you get those random connection requests on LinkedIn from recruiters *all the time*? (If you're not getting these requests, it might be that your LinkedIn profile isn't optimized. [I can help you with that!](#)) Recruiters want a healthy network of smart, capable people like you. So don't think of yourself as a bother.

Think of yourself as an **asset**.

That single change in your mindset is your first step to landing a great job.

Let's take a look at five reasons recruiters might not be calling you, and what you can do to earn their attention and time and get that phone call.

Mistake #1: Your Resume Never Passed the Screening Software

Some jobs can receive hundreds or even thousands of applicants. To whittle down that number to something manageable, most HR departments use resume screening systems and applicant tracking systems. These "robots" parse your resume for relevant information and determine whether you are a potential match for the job. If you don't please the robot, your resume goes into the trash.

Use the language from the job posting in your resume

This can be time consuming, and it *does* mean that you need to massage your resume for *every job* you apply to. But to get past the robots, you need to use the words they're looking for. So if a job posting mentions expertise with specific software, make sure you mention that software. Or if the job description mentions specific skills like "Agile development" or "sales support", be sure to include that language in your resume. And don't get fancy and use your own words. Now is not the time to be original.

Include pertinent keywords

Every industry has lingo, and to demonstrate that you're an insider, use the expected

words and phrases in your resume. But don't fall into the trap of using too much lingo: If and when a recruiter does look at your resume, they may not be fluent in your industry's language. You'll still want them to easily recognize your value.

Always fill in the requested information on an application

Yes, it's very annoying when companies ask for your resume and then ask you to repeat the same information in a form field. Do it anyway. *Never* write, "See resume." Robots are not smart, and if they don't find the information they expect, you will get rejected.

Mistake #2: You Weren't Referred

I can't tell you the number of times candidates have said to me, "I had absolutely no idea getting a referral was important."

It's important. It's *critically* important. Having someone vouch for you is a huge bonus in the job seeking process. If a real, live human can say, "I've worked with this person, and they will be a massive benefit to this role," that's better than pretty much anything you can put on your resume.

Plus, in a lot of companies, recruiters are *required* to consider applicants who were referred by another employee. Which means you'll automatically have an advantage over most other candidates.

So how do you get those precious referrals in the first place?

Watch your interviews SKYROCKET with a personal introduction.

With nearly 17,000 professional connections, [I can make a personal introduction](#) to the right recruiters and help you get your foot in the door.

My clients have seen their interview rates increase by up to **85%** with this one simple service!

Ask a contact who works at the company you're applying to

If you already have someone in your network who works at the company you are applying to, kindly reach out and ask if they will refer you. Most of the time they will (And if you get hired, they might even get a bonus!). But if you don't have a contact, ask a stranger. Find someone on LinkedIn at the company, and reach out to them. Briefly let them know who you are and ask if they would be willing to send your resume to the recruiter. Make it easy for them: provide the email address and name of the recruiter. If you don't know that information, you might have to do some homework to find it. Or you can always [work with a professional](#) instead.

Reach out to your network


If you don't know anyone at your target company, check LinkedIn and see if anyone in your network has a first or second degree connection. If they're willing to make an introduction via email, you can easily follow up with your new contact and politely ask for a referral. You'd be surprised how successful this tactic can be.

Use a recruiter or career professional to make a personal introduction

If you just don't have the network connections to get a referral on your own, partner with a professional. Recruiters and other HR professionals can reach out to *their* networks on your behalf and help you make a connection with the right person in the right role.

Mistake #3: You Didn't Follow Up

Remember how we said recruiters are busy and have to sift through thousands of applications? Your application could have been fantastic--but the phone rang while the recruiter was reviewing it. Or someone popped into her office. Or there was a fire in the building. And guess what? She forgot about you.

A man with dark hair and a beard, wearing a blue button-down shirt, is sitting at a desk. He is smiling and talking on a mobile phone held to his ear with his left hand. In front of him is a laptop computer, which is slightly out of focus. The background is a blurred office or cafe setting with warm lighting.

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Distractions in the workplace can and do happen, and you don't want distraction to be the reason you missed out on a great opportunity. Don't be forgettable.

Send a follow-up email at the same time as your submission

Don't wait a day or two--you want the recruiter to make an immediate connection between your personal touch and the resume you submitted. Use Google to find the name and email address of the recruiter for the position you applied to.

Get a personal introduction

This is especially important if you didn't get a referral before you applied. It's not too late! If you've already applied for the job, you can still ask a colleague or another person in the company to make an introduction to the recruiter. You can also ask your personal recruiter to introduce you. An introduction usually consists of forwarding your resume along with a brief recommendation for you--your skills, your experience, how great it is to work with you, or how you'll be a perfect fit for the role.

Deliver your resume in person

If you know the recruiter is onsite, you can absolutely come in to make a personal introduction. At many companies, recruiters are *required* to talk to candidates that request their time. So they might hate getting interrupted, but they *will* talk to you. And they *do* have quotas to meet--so even if they don't like walk-ins, it's in their best interest to speak to you.

If you haven't heard anything after 5 business days, send one last follow-up email and call

This is your final opportunity to make a connection, but don't make contact beyond this point. Now, it's out of your hands. Keep applying to other jobs.

Mistake #4:

You Applied to Too Many Jobs at the Same Company

Recruiters from the same company talk to each other, and they know if you've applied to multiple jobs. You might be thinking, "Well, I'm just showing that I *really* want to work for their company!"

Wrong. If you do it incorrectly, you don't look interested. You look desperate.

If you really do want to work at a specific company, here are some ways to submit to multiple jobs without causing any red flags.

Only apply to positions you're qualified for

While it's true that you don't have to meet 100% of the qualifications, aim for at least an 80% match when sending multiple submissions to one place. If recruiters think you're just spamming their system, they'll reject you immediately. But if you apply to positions that are a match for your skills, they'll take you seriously.

Don't apply to more than 5 positions

Anything over 5 applications will start to smell suspiciously of spam, even if you're a good match. Don't risk it. 5 is probably a safe number, however, be sure that the 5 you apply to are a good skill-match.

Ask one recruiter to refer you to similar positions

If different positions have different recruiters, it's best to form a relationship with just one recruiter (using the techniques mentioned under "You Weren't Referred") and ask that recruiter to forward your resume appropriately. Recruiters at the same company don't compete with each other--they all have the same quota. So you don't need to worry that someone will want you all to themselves and not refer you. They all win, or they all lose.

Build Your Personal Brand

They say dress for the job you want. But also—present yourself for the job you want! I've helped clients clean up or establish a personal brand that helped them land great jobs at top companies, and [I can do the same for your career.](#)

Mistake #5: Your Personal Brand Waved a Big Red Flag

Recruiters *do* look you up online, and if they find anything questionable, they'll kick your application to the curb. Your online brand could be causing you to lose valuable interviews. And sometimes, the offending content might not even seem like a big deal to you, but it might demonstrate that you're not a good fit for company culture.

Make your social media profiles private

You can always make them public again after you've landed your job. To increase your likelihood of getting an interview, don't give away too much information about yourself. If recruiters or hiring managers want more info about you, *make them talk to you* to get it. Remember: your goal is to get the interview. Don't give away precious information; pique their curiosity.

Consider archiving old posts

This way, you won't be held accountable for something you said two years ago that you don't even remember.

Keep your work and personal accounts separate

Lots of people these days are merging their business and private personas, but it can be tricky when you're looking for a job. Keep in mind that companies assume that how you treat your *current* company is also how you will treat *them*. So if you'd like to keep tweeting about your current company because you're a true advocate or ambassador, that's great. But consider separating that from your private account.

Work with a personal branding expert to optimize your profiles online

Personal branding experts have their own set of tools to track your social presence, identify potential red flags, and help you find information about you online that you didn't even know existed or that you forgot about. If you're serious about cleaning up your online presence for a really high profile job for example, a personal branding expert can be smart investment.

Landing the perfect job doesn't have to be a mystery, and you can take actions to give yourself the best possible chances. But if you ever feel overwhelmed and need someone to help you along, hiring a professional is always a worthwhile investment.

[Get in touch today](#), and we'll be happy to work with you to help you land your dream job.

Happy hunting!

Charmaine Pocek, Award-Winning, Triple-Certified Master Resume Writer and Career/Interview Coach

Charmaine has helped thousands of people upgrade their careers through resume writing, interview coaching/training, and personalized job searches. Before founding [My Improved Resume](#) in 2011, Charmaine spent 15+ years as a recruiter, hiring more than 3,000+ full-time employees, including F500 executives. Charmaine has been featured in numerous media outlets including Forbes, a Good Morning America Affiliate Podcast, The Huffington Post, The Ladders, Glassdoor, LinkedIn, and Indeed, among other outlets. Charmaine is ranked in the top 1% on LinkedIn, showcasing hundreds of reviews. She would love to make sure you land interviews – FAST – by creating an accomplishment-driven resume combined with tools that ensure your new resume is actually seen and the interviews come!

Leave Them Wanting More

If recruiters or hiring managers want more info about you, make them talk to you to get it.

Remember: your goal is to get the interview.

Don't give away precious information; pique their curiosity.