

Establishing a Referral Program

If you're willing to pay a recruiter 20-30K, offer a referral bonus of 2.5-5K. Then, follow these tips to expand your candidate reach:

1) Your team

- Gather the team together and introduce the competitive referral bonus you are offering
- Have everyone write down the names of the top 3 sales people they have ever worked with
- Get your people involved with the interview process

2) Candidates who are interviewing

- Let candidate know that there are multiple positions open for that role
- Inform them of your referral program
- Have them write down the names and contact info of the top three sales people they have ever worked with

3) Uninterested Candidates

- Express understanding that this isn't the best position for them
 - Explain your referral bonus program
 - Ask for the names and contact info for the top 3 sales people they know who may be a good fit
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