



Building a Placement



enabling a powerful desk from scratch





Day One



The Recruitment Marketplace

This course commences with an overview of the recruitment marketplace to ensure that delegates appreciate how market changes can affect client and candidate perceptions and how they need to tailor their activities to ensure that they manage a balanced desk no matter how the market shifts. Delegates are also introduced to the '30 Steps in the Placement Process' - a structured approach to recruitment which contextualises the course format and ensures a thorough, well managed approach.

- Understanding the marketplace
- Goal setting and ratios
- The 30 steps in the placement process



Qualifying Job Orders

The cornerstone of many successful placements is the full job order yet many recruiters have got used to two minute conversations with clients, or worse still an e-mailed spec from a HR Department. This module gives delegates an outline of the key areas that comprise a comprehensive job order, detailing the techniques and questions used by top recruiters.

- The 11 characteristics of a good job order
- The 15 reasons why people move jobs



Candidate Marketing

Candidate marketing can be one of the most effective cold-call techniques when it is conducted correctly. Top recruiters recognise that this call generates requirements and placements and markets the recruiter and their organisation effectively. This module is complemented by a candidate marketing role play at the start of Day 2.

- The ten commandments of candidate marketing
- The level 3 presentation - marketing candidates to clients
- Dealing with client objections



Day Two



Qualifying Candidates

In a recruitment market where clients increasingly have access to the same 'applicants' as the recruiter, it's vital that recruiters qualify thoroughly to ensure they spend their time as effectively as possible and that they manage candidates' expectations fairly. Having detailed the qualification process for job orders on Day One, this module gives delegates an overview of the key characteristics of good candidates as well as tips and techniques used by top recruiters to qualify effectively.

- The 11 characteristics of a good candidate
- The interest/demand barometer

Maximising Fees & Deal Formats



The modern recruitment marketplace demands that recruiters offer a variety of deal formats and services to ensure a range of solutions for their clients and to ensure that their response to requests for flexibility is not merely to reduce fees or rates! This module gives an overview of key deal formats but also encourages delegates to consider how they can make placements from a position of strength to maximise their fees in a competitive environment.

- Placing higher level candidates
- Filling black hole positions
- Selling retainers & exclusivity
- Volume discounts
- P.S.L agreements
- RPO's



Recruiting Candidates

In a market where clients are increasingly sourcing their own candidates, top recruiters recognise that they add value by sourcing different candidates. This module encourages delegates to pro-actively seek out the best candidates on a strategic basis. Delegates are also taught two structured approaches for high-demand candidates which are put into practice with a role-play at the start of Day 3.

- Writing a recruiting plan - candidate generation techniques
- Creative use of your database
- How the job order links to your recruiting
- Approaching active candidates
- Approaching passive candidates



Day Three



Controlling the Middle Process

More than ever, recruiters need to manage their process professionally to minimise delay and disappointment. With continued reference to the 30 steps in the placement process, this module focuses on techniques to maintain control of the recruitment process from the presentation of the candidate up until the final interview.

- Common mistake made by recruiters
- Presentation of candidates to clients
- Interview preparation & debrief of candidates & clients
- Trial closing



Closing & Consolidation

Maintaining control of the process right to the very end is key and in a tough recruiters resort to a 'fingers-crossed' approach to closing deals! From final interview through to start-date and beyond, this module makes delegates consider effective closing and negotiating skills as well as the key indicators to monitor right throughout the process.

- Closing & negotiating
- The key indicators of a placement
- Resignation preparation
- Counter offer & counter measure



Self-Management

The recruitment office can be an extremely reactive environment to work in and as such it is often difficult to prioritise and manage time effectively. This module introduces delegates to a flexible scheduling system appropriate to the recruitment environment. A structured approach to starting a desk from scratch is also presented to consolidate much of the content discussed throughout the course.

- Three steps to effective time management
- Starting a desk from scratch



enabling actions



By the end of this day, delegates will be able to:

- ✓ Effectively qualify candidates and client requirements to ensure that you are spending the bulk of your time working on appropriate roles and candidates.
- ✓ Manage candidates and clients effectively through the full recruitment process in a high quality way.
- ✓ Establish control and gain commitment from clients and candidates through the recruitment process to minimise problems and drop-outs.
- ✓ Understand how to market candidates effectively and make a positive impact when making business development calls.

change behaviours



Assignments to be completed after this day would typically include:

- ✓ Using the 30 Steps in The Placement Process as a starting point, create a structured process which best reflects the way in which you operate. This will ensure consistency of approach and that candidates and clients are managed as effectively as possible.
- ✓ Take the details of a Job Order and a Candidate that you are currently working with and re-qualify them against the 11 Characteristics of a Good Job Order and the 11 Characteristics of a Good Candidate. This encourages you to ensure that all candidates and job orders are thoroughly and consistently qualified.
- ✓ Using the Key Indicators model, analyse each of your placements at least weekly. This will ensure that you understand the financial indicators and the other factors which will determine whether your placement is successful or not and take appropriate action.