Fully Engaged Ltd
Developing the Individual

Selling your talent

Part two of RecruitmentKnowHow

Fully Engaged Ltd
Developing the Individual

Contents

Fully Engaged Ltd
Developing the Individual

Stage 2 Selling Your Talent

Your work attracting, screening and managing candidates now stands you in good stead to start selling them to your clients. There are nine sections in this guide to help you become fully competent in this area. Your manager (or designated team member) will help you work through it over a number of weeks by adding to your knowledge, role-playing with you and giving you feedback to help you develop. When you have completed this stage it is expected that you will be confident in selling your candidates over the phone and be registering jobs as a direct result of your marketing efforts. At the end there is a review of your learning to help you track your progress and identify where you need further support.

Knowing your product

You will register candidates who have skill sets, experience and personalities that you know are in demand. However, if you don't have an abundance of live jobs at present or if they would like to work for a client with whom you don't have a relationship with, you need to proactively market that candidate.

Before you make any calls, you need to be confident of the USP's (unique selling points) of the candidate. Look to identify around five.

Select a candidate who you have personally interviewed and describe their USP's to your manager. Try and break them into the categories listed below:

Skills

Allow your trainee to talk about their candidate. Quiz them to check their knowledge of the candidate's skills, personality, experience and certifications/qualifications. Listen out for cliché's and ask for evidence to back up any statements.

Personality

Experience

Certifications/qualifications

The best time to make a sales call is as soon as you have interviewed the candidate. This is because you are excited about them, your knowledge is fresh and you know their availability for any starts or interview requests. Selling them now can improve your speed to market. This commitment to your candidate really impresses them.

Your sales activity is likely to continue for some days, potentially weeks afterwards. Before you make any calls to clients, always make contact with the candidate to check they are still available for work and their availability to attend an interview or to start an assignment.

Fully Engaged Ltd
Developing the Individual

Preparing for sales calls

The first step before picking up the telephone is to understand your objectives of making a business development call. Naturally you will want to find a booking or a job for this candidate but unfortunately it may take several calls before you have that kind of success. So how else can you utilise your time with this client on the phone?

There are two types of objective that you will want to achieve when making BD calls; primary objectives and secondary objectives.

A primary objective is something that will help you achieve a fee at the next available opportunity. I.e. registering a job vacancy

A secondary objective is something that will help you build your business in the long term. I.e. a structure chart

List other primary objectives:

Make suggestions of what will really drive outcomes for their business I.e.:
A job on!
Booking a client meeting
Agreement to call you first when next recruiting
Agreement to review a CV
Booking an interview or a block of interviews

List other secondary objectives:

Discuss what else could be achieved on a sales call and how that could benefit their business in the future I.e.:
Gathering detail of their organisations/departments structure
Gathering details about your competition (other agencies)
Understanding their recruitment processes
Gaining names of other line managers
Being given a candidate referral
Gathering details of forthcoming changes/projects

Fully Engaged Ltd
Developing the Individual

For every business development call you should aim to achieve a few primary objectives. If you are unable to, next aim to achieve a few secondary objectives. That way you could achieve something of use to your business out of virtually every call.

The next step is to decide who you are going to call to sell this candidate in to and create your business development list.

If you and your colleagues are effectively populating your database or CRM with every line manager as and when you find them, you should now be able to search for relevant line managers. Where possible, search by relevant job title, organisation type, location, systems used etc.

Now decide upon the best approach to make contact with these people:

	Approach	Explanation	Notes
1.	E-shot	Send an email to a group of clients detailing the candidates USP's and then follow up with a call	*Add your input about pros and cons for each approach. More detail is mentioned on the next page.*
2.	Reference	Use a reference request as your initial reason for calling then mention this quality candidate you are representing	
3.	Ad chase	Follow up a job advert or lead that matches this candidates skill set, experience and requirements	
4.	Market Mapping	Call a line manager of another one of your candidates or a client who you know recruits through a competitor recruiter	
5.	Old Jobs	Call clients where you or your colleagues have previously had vacancies	
6.	SPEC Call	Using this quality candidate as your reason for calling – the client often appreciates the fact you've thought of them	

Fully Engaged Ltd
Developing the Individual

E-shot

Email marketing can be a useful way to reach a relatively high volume of clients at once. It is pointless to send more than you feel confident you could follow up with via phone. You will need to check you are sending it to genuine client contacts, their work email address and ensure the message you are sending including the spelling, grammar and punctuation are absolutely perfect. The email you send is representing your company and YOU to the market!

To start, plan what your message is and then to either use an existing template or to create your own. A catalogue style showing 3 or 4 similar types of candidate can be beneficial as it demonstrates the vastness of candidates within this skill set.

References

You won't always need ex-employer references on your candidates however they can be a valuable tool to help you sell the candidate by highlighting the candidates USP's. They can also be a good a way of getting through and talking to a decision maker.

Once you have undertaken the reference questioning you can then convert the call into a business development call.

The focus of this call must always be on taking a thorough reference, otherwise you will not be demonstrating the quality of your service and of the candidates you place.

"You say they were satisfactory? That's disappointing as I always like my candidates to come with excellent references. What is it that made you score him in that way?"

Role-play converting a reference call into a business development call with your manager

Expect your trainee to use your company reference form, to follow the questions but also probe further if your answer is vague or suggests any wrong doing by the former employee. Expect them to diligently complete the referencing activity before then asking about future business/recruitment needs etc.
Add your own take on the best way of converting the call into a sales call.