| HEADHUNTING – THE REAL DEAL   |                                      |                            |                     |                         |
|---|--------------------------------------|----------------------------|---------------------|-------------------------|
|   |                                      |                            |                     |                         |
| There are more than 10,000 Recruiters in Canada and most of these rec   | cruiters pitch clients with the same | e, boring handful of       | "value" statements. |                         |
| They claim their clients will benefit from the fact they:               |                                      |                            |                     |                         |
|   |                                      |                            |                     |                         |
| Have exclusive access to thousands of 'hidden' candidates (that's bu    | <u>ullshit)</u>                      |                            |                     |                         |
| Have been in business since 19whatever (who really cares?)              |                                      |                            |                     |                         |
| Offer a guarantee for every placement (big deal so does everyone        |                                      |                            |                     |                         |
| Employ recruiters who've held senior positions in the areas within y    | which they recruit (blah, blah,      | <u>blah)</u>               |                     |                         |
|   |                                      |                            |                     |                         |
| The first thing clients think when they hear these 'value' statements   |                                      | hit?"                      |                     |                         |
| So how do we differentiate ourselves from the 'me too' recruiters       | s in our space?                      |                            |                     |                         |
|   |                                      | ., .                       | 1 17                |                         |
| Take a minute and you'll find the majority of your connections a        |                                      | <u>r recruiters on Lin</u> | kedIn.              |                         |
| It's a handy tool but reality is, virtually all recruiters fish the san | ne pona.                             |                            |                     |                         |
| C-  | :4:11:441:4-2990                     | •                          |                     |                         |
| So how do we stand out? Well, we have to consider "What is c            | critically important to chemis":     |                            |                     |                         |
| Most clients really don't care how long we've been in business or ho    | ow hig our database is               |                            |                     |                         |
| wost chefts really don't care now long we've been in business of no     | bw big our database is.              |                            |                     |                         |
| They care about having their vacancy filled quickly, working with a hea | adhunter who is responsive           |                            |                     |                         |
| So if we can respond quickly, with 2 or 3 stellar candidates, and deali | *                                    | nce we'll remain           | top of mind, when   | their next need arises. |
| ,                                 | <del></del>                          |                            |                     |                         |
| How do we deliver on these items?                                       |                                      |                            |                     |                         |
|   |                                      |                            |                     |                         |
| In recruiting (just as in life) there are things we can control an      | nd things we can't.                  |                            |                     |                         |
| As headhunters, there are certain activities we control to affect the l | highest prospect of success.         |                            |                     |                         |
| It boils down to an effective process, governed by discipline and foci  | eused on 4 key areas;                |                            |                     |                         |
|   |                                      |                            |                     |                         |
| NEW BUSINESS DEVELOPMENT: The success and longevity of a                | a Headhunter lies in their abilit    | ty to secure new bu        | siness (roles to wo | ork on).                |
| You need to do business development – EVERYDAY.                         |                                      |                            |                     |                         |

| Even if you are up t       | to your ears in       | n roles. It's the fo | rmula for succes         | SS.                       |                         |                           |                    |                    |                  |
|----------------------------|-----------------------|----------------------|--------------------------|---------------------------|-------------------------|---------------------------|--------------------|--------------------|------------------|
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| CRITICAL URGE              | NCY: Search           | plans must be cr     | eated quickly an         | d executed with           | precision.              |                           |                    |                    |                  |
| True urgency is be         | <u>measured in t</u>  | erms of days NO      | T weeks!                 |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| FIERCE COMMU               | NICATION: 1           | Keep clients 'in-t   | he-loop' with res        | spect to the progr        | ess of your searc       | h. Never go 'dar          | <u>k'!</u>         |                    |                  |
| As a best practice         | send a F.L.A          | A.C.K update eve     | ery Friday aftern        | <u>100n.</u>              |                         |                           |                    |                    |                  |
| <b>Keeping clients and</b> | <u>l candidates e</u> | ngaged will diffe    | <u>rentiate you fron</u> | <u>n your competiti</u>   | on and in many <b>v</b> | <u>vays, create a ser</u> | se of obligation   | and loyalty in the | <u>ir minds.</u> |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| <b>CANDIDATE VOL</b>       | UME: Our p            | roduct is people :   | and those people         | have a 'shelf-life        | <u>.</u>                |                           |                    |                    |                  |
| We need to constan         | tly replenish (       | our supply. The o    | only way to do th        | <u>is is to continuou</u> | ısly 'meeting' nev      | w candidates.             |                    |                    |                  |
| Talk to people al          | ll the time!          |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| NEW BUSINESS DE            | <u> VELOPMENT</u>     |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| As a headhunter            | . your first pri      | iority is to find ro | oles to work on.         |                           |                         |                           |                    |                    |                  |
| New business devel         | opment is the         | number one thir      | ıg you need to be        | focused on.               |                         |                           |                    |                    |                  |
| And some days v            | when you hear         | r "no", after "no    | ", after "no" i          | t can be deflating        | <u>.</u>                |                           |                    |                    |                  |
| The difference betw        | veen Big Bille        | rs and everyone o    | else is the Big          | Billers simply do         | on't give up.           |                           |                    |                    |                  |
| Truth is; If you don       | ı't like doing l      | NBD consider         | going to work as         | s an internal reci        | uiter for a big co      | mpany and colle           | ct your \$60,000 / | <u>year.</u>       |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| <b>Bottom line: NO SE</b>  | EARCHES = 1           | NO MONEY             | so make time to o        | do some form of           | business develop        | ment activity – E         | VERY DAY!          |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| How do you land nev        | w roles?              |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |
| 1. YOUR NETWO              | <u>RK</u>             |                      |                          |                           |                         |                           |                    |                    |                  |
|                            |                       |                      |                          |                           |                         |                           |                    |                    |                  |

| As a headhunter we expand our network every day. Take advantage of that network!   |  |
|--|--|
|  |  |
| Colleagues and clients you worked with at previous companies are a valuable source for new roles.  | 5.   |
| Candidates you interview can be a great source of open roles (where else have you interviewed?)  |  |
|  |  |
| Candidates you've placed can be EXTREMELY valuable.  |  |
| a. They can be your 'inside guy' and keep you 'in-the-know' when new roles pop up.   |  |
|  |  |
| b. If you placed them in a management role they can be an immediate source of new roles.   |  |
|  |  |
| c. If you placed them in a non-management role, stay close to them as they may get promoted!   |  |
|  |  |
| 2. AMBULANCE CHASING   |  |
|  |  |
| Open roles are constantly advertised on sites like LinkedIn, Indeed and company websites.  |  |
| When companies post a vacancy they're generally inundated by headhunters on 'Day 1'.   |  |
| Reach out 2 or 3 weeks after the posting and they're often more receptive to outside assistance.   |  |
| While 'Ambulance Chasing' often occurs with the HR Department.   |  |
| If you're not having success via the HR path it's fairly easy to determine who the Hiring Leader   | w may be (using LinkedIn)                    |
| 11 you re not having success via the FIX path It's fairly easy to determine who the Firing Leader  | er may be (using Linkeuth).                  |
| Don't be afraid to reach out to the various Department Heads directly.   |  |
| Remember, Hiring Leaders feel the pain of a vacancy HR DOES NOT!   |  |
|  |  |
| 3. COLD CALLS  |  |
|  |  |
| It's pretty basic. Call a company, tell them what you do and ask for the chance to do it for them  | 1.   |
| We're contingency recruiters so unless they hire our candidate it doesn't cost them a penr   | ny!  |
|  |  |
| If a client is 'on the fence' suggest meeting our candidates to 'benchmark' them against candidates the 'benchmark' them against candidates the 'benchmark' them against candidates the 'benchmark' the ' | ates they are currently in discussions with. |
| Call in at the most senior leader level you can since they make these decisions.   |  |

| BOTTOM LINE: HEADHUNTIN   | G IS ABOUT HUSTLIN | NG. |  |  |  |  |
|---|--------------------|-----|--|--|--|--|
| REMEMBER: CLIENTS WORK WITH HEADHUNTERS THEY LIKE WHO MAKE THEIR JOBS (LIVES) EASIER. |                    |     |  |  |  |  |
|   |                    |     |  |  |  |  |
| "DO THE WORK" BE PERSISTENT AND WORK SMART!   |                    |     |  |  |  |  |