

HEADHUNTING – THE REAL DEAL								
There are more than 10,000 Recruiters in Canada ... and most of these recruiters pitch clients with the same, boring handful of “value” statements.								
<u>They claim their clients will benefit from the fact they:</u>								
<u>Have exclusive access to thousands of ‘hidden’ candidates (that’s bullshit)</u>								
<u>Have been in business since 19whatever (who really cares?)</u>								
<u>Offer a guarantee for every placement (big deal ... so does everyone else)</u>								
<u>Employ recruiters who’ve held senior positions in the areas within which they recruit (blah, blah, blah)</u>								
<u>The first thing clients think when they hear these ‘value’ statements is; “so what? &amp; who gives a shit?”</u>								
<u>So ... how do we differentiate ourselves from the ‘me too’ recruiters in our space?</u>								
<u>Take a minute ... and you’ll find the majority of your connections are connected to dozens of other recruiters on LinkedIn.</u>								
<u>It’s a handy tool ... but reality is, virtually all recruiters fish the same pond.</u>								
<u>So ... how do we stand out? Well, we have to consider ... “What is critically important to clients”?</u>								
<u>Most clients really don’t care how long we’ve been in business or how big our database is.</u>								
<u>They care about having their vacancy filled quickly, working with a headhunter who is responsive.</u>								
<u>So ... if we can respond quickly, with 2 or 3 stellar candidates, and dealing with us is a fantastic experience ... we’ll remain top of mind, when their next need arises.</u>								
<u>How do we deliver on these items?</u>								
<u>In recruiting (just as in life) ... there are things we can control ... and things we can’t.</u>								
<u>As headhunters, there are certain activities we control to affect the highest prospect of success.</u>								
<u>It boils down to an effective process, governed by discipline and focused on 4 key areas;</u>								
<u>NEW BUSINESS DEVELOPMENT: The success and longevity of a Headhunter lies in their ability to secure new business (roles to work on).</u>								
<u>You need to do business development – EVERYDAY.</u>								





<b><u>BOTTOM LINE: HEADHUNTING IS ABOUT HUSTLING.</u></b>									
<b><u>REMEMBER: CLIENTS WORK WITH HEADHUNTERS THEY LIKE WHO MAKE THEIR JOBS (LIVES) EASIER.</u></b>									
<b><u>“DO THE WORK” ... BE PERSISTENT ... AND WORK SMART!</u></b>									