

HOW TO BUILD A MILLION DOLLAR DESK

RECRUITERS
MASTERMIND

Use the information you get from CV review through to the face-to-face interview to drive your activity - don't use a job to develop your business!

TRAINING

- Let the candidate train you on the technical aspects of their role! Tell them you're HR and to explain in laymen's terms.

CLIENT CONTACTS

- Current & Previous Reporting Managers - info to use for BD and growth of client contacts
- Get meetings off the back of calls

FLOAT

- Who is their Line Manager? Float a similar CV to them and chase - good BD and better chance of meeting you.
- Use the candidate as your "go to market strategy" - follow up- BD & meetings.

MARKET INTELLIGENCE

- Review CV to make sure you get the most market intel for yourself.
- Find out how they find the market - candidates know more than clients.
- If you get that info USE it- don't just put it on the system.

REFERRALS

- Brief on a role they will say no to & ask for referrals - more effective. They are coming to see you to get a job- not give you names!
- Ask referrals for other roles - they have a network which in turn has more potential for you to get more candidates/client contacts.

REFEREES

- Get details as easy BD calls - then get meetings on the back of those calls.
- Reference calls aren't a chore - clients will feel obliged to reciprocate.

COMPETITORS

- Where are they registered
- Who do the rate? (PRCs) - vital part of your growth & own progression

JOBS

- Brief candidate on roles and ask how it compares to others = get other leads.
- Brief on division jobs to show you're across the market.

