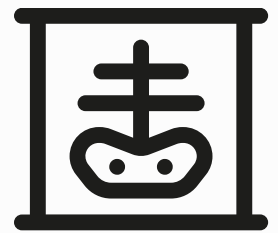


Mastering the 360 Desk with Chris Hart

Tools, mindset & strategies to win clients,
qualify work properly, and deliver with
control.



Meet Your Trainer



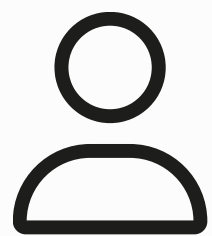
Founder

Created Arcade, a recruitment training & consultancy firm



18+ Years

Tech recruitment across billing, leading, and scaling 360 teams



Commercial Focus

Blends delivery expertise with real-world BD strategies that win clients





What You'll Learn:

➤ **Master the key skills to run a 360 desk with confidence and control. This module covers:**

How to run smarter candidate and client calls

Qualifying jobs that are actually fillable

Spotting red flags in candidate conversations

Where deals break down — and how to stop it before it happens

Prepping candidates to nail interviews

A simple, structured way to close without being pushy

SETTING THE SCENE

Understand Context

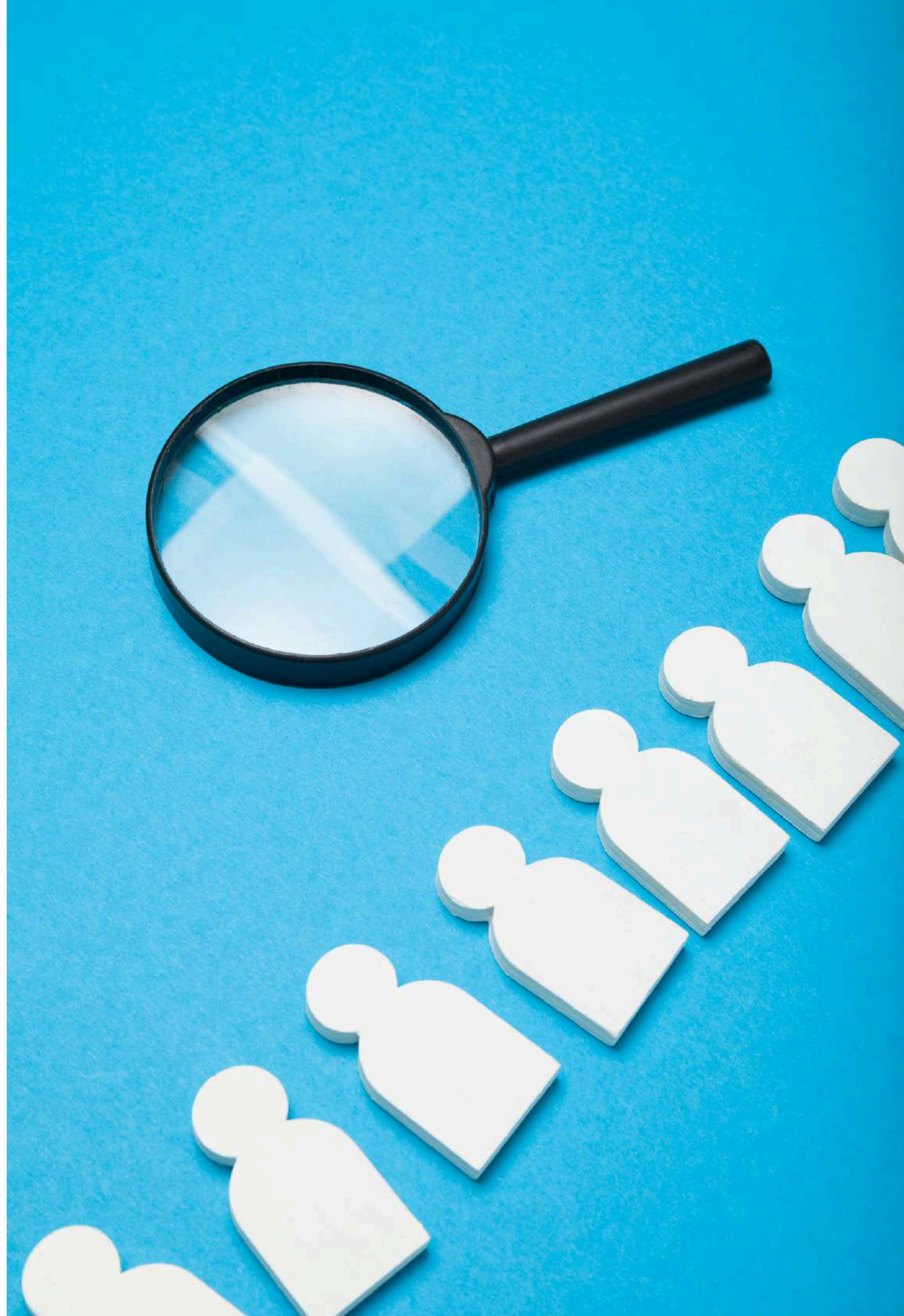
Always ask why this role exists, what's at stake, and how the client has tried to solve it before.

Think, Don't Follow

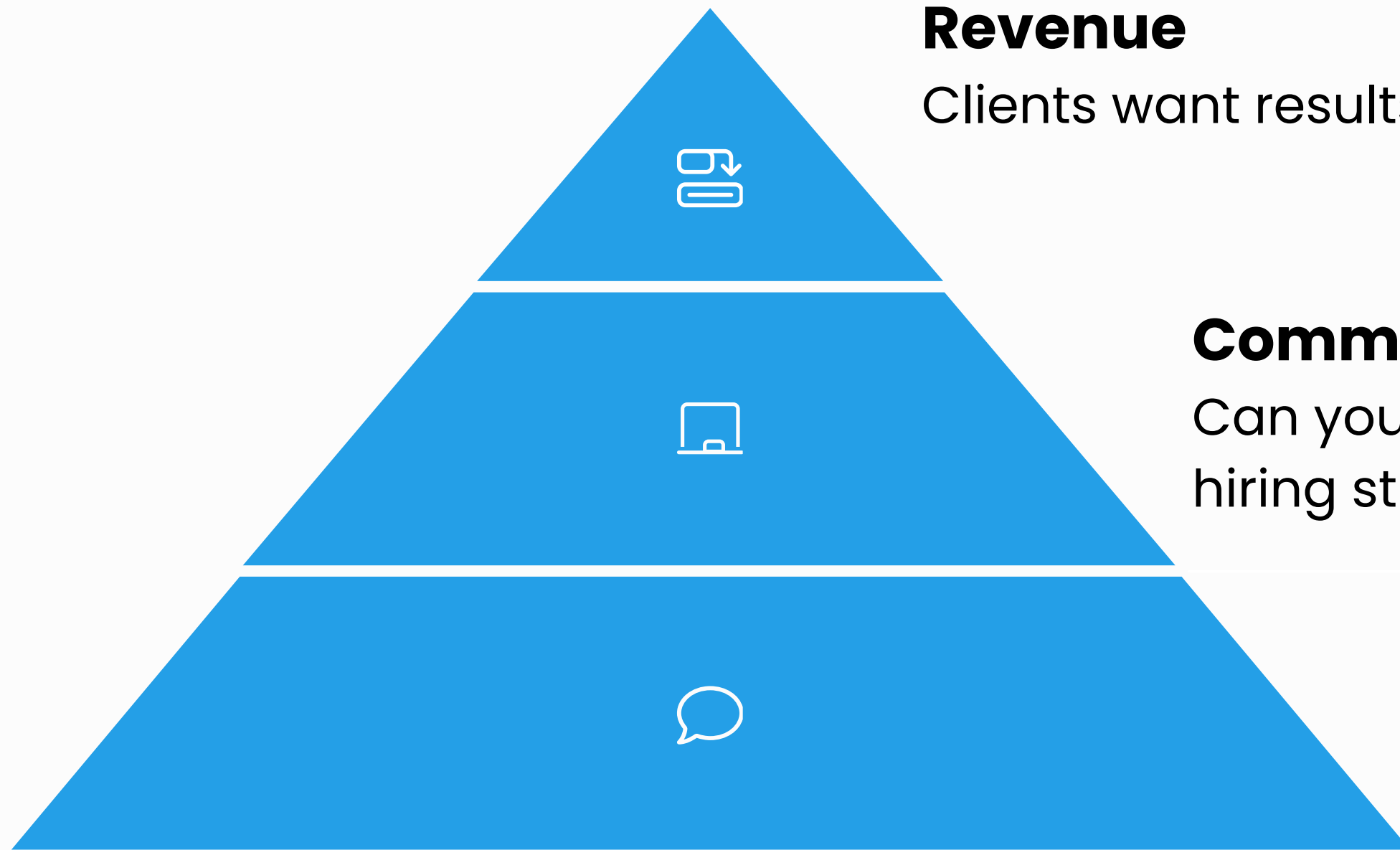
Advisors don't tick boxes. They challenge respectfully to uncover the real need.

The Best 360 Recruiters...

Aren't just order-takers; they think commercially, question assumptions, and create opportunity.



WHAT YOUR MANAGER REALLY WANTS



Revenue

Clients want results. Your manager wants billings.

Commercial Thinking

Can you spot opportunity, upsell solutions and guide hiring strategy?

Credibility

Clients buy from people who “get it”. Build trust by showing you understand their world.

QUALIFYING A LIVE ROLE

Before you start searching, ask yourself:
Is this real? Is this urgent? Is this winnable?

Key Questions:

- Why is the role open now?
- What's the impact of it staying open?
- What's their hiring history like for this role?
- Have they tried to fill it themselves or with other agencies?
- Are they prepared to commit time and resources to your process?

If you wouldn't back yourself to fill it, why are you selling it to candidates?



THE FILLABILITY TEST

Use “fillability” as a way to challenge the brief and reposition the conversation.



Location

Can they offer flex or hybrid options to widen the market?



Skillset

Are they asking for a unicorn? Can you help them rethink?



Budget

Are they competitive, or losing talent to the market?

Great recruiters don't just take briefs — they shape them.



STRUCTURING CANDIDATE CALLS

Reverse Engineer the Market: Ask about the hiring managers they've met recently – that's intel. That's a lead.

Candidate Intel = BD Fuel

- Who's hiring now?
- What feedback are they getting?
- What's working or not in other interviews?

Positioning: The better your candidate experience, the more likely they refer you to hiring managers.

QUALIFYING CLIENTS (NOT JUST ROLES)

Avoid Time Wasters

If they won't give feedback, book interviews, or speak directly, they're not ready to partner.

Red Flags

- "Just send CVs"
- No time for a brief
- Working with 6+ other agencies
- Won't commit to interview slots

Green Flags

- They take your advice
- They give context
- They open up about internal problems
- They treat candidates with respect

REDUCING YOUR LOSSES = MAKE MORE MONEY

Lost deals cost more than you think.



Be paranoid (in a good way)

Ask: "What could stop this from happening?" - at every stage.



Track commitment

If a client or candidate goes old, ask better questions, not just "checking in".



Own the process

You set the pace. You set expectations. You don't leave it to chance.



INTERVIEW PREP & FEEDBACK



Brand Matters

Every candidate you send in
reflects your standards.

Raise the bar

Help candidates prepare to
sell themselves – and your
client.

Feedback as a BD tool

Use feedback loops to gather
market insights and influence
decisions.

You're not just booking interviews. You're coaching performance.

CLOSING

Start closing from day 1

Find out: what would make them say yes? What would stop them? Who else are they considering?

1st

Conversation

Closing starts from
the beginning

4

Key Factors

Salary, motivation,
location, timing

0

Open Boxes

Goal: close all
uncertainty boxes

Closing is like filling boxes. The longer they're open, the more likely the deal collapses.



FINAL TAKEAWAY



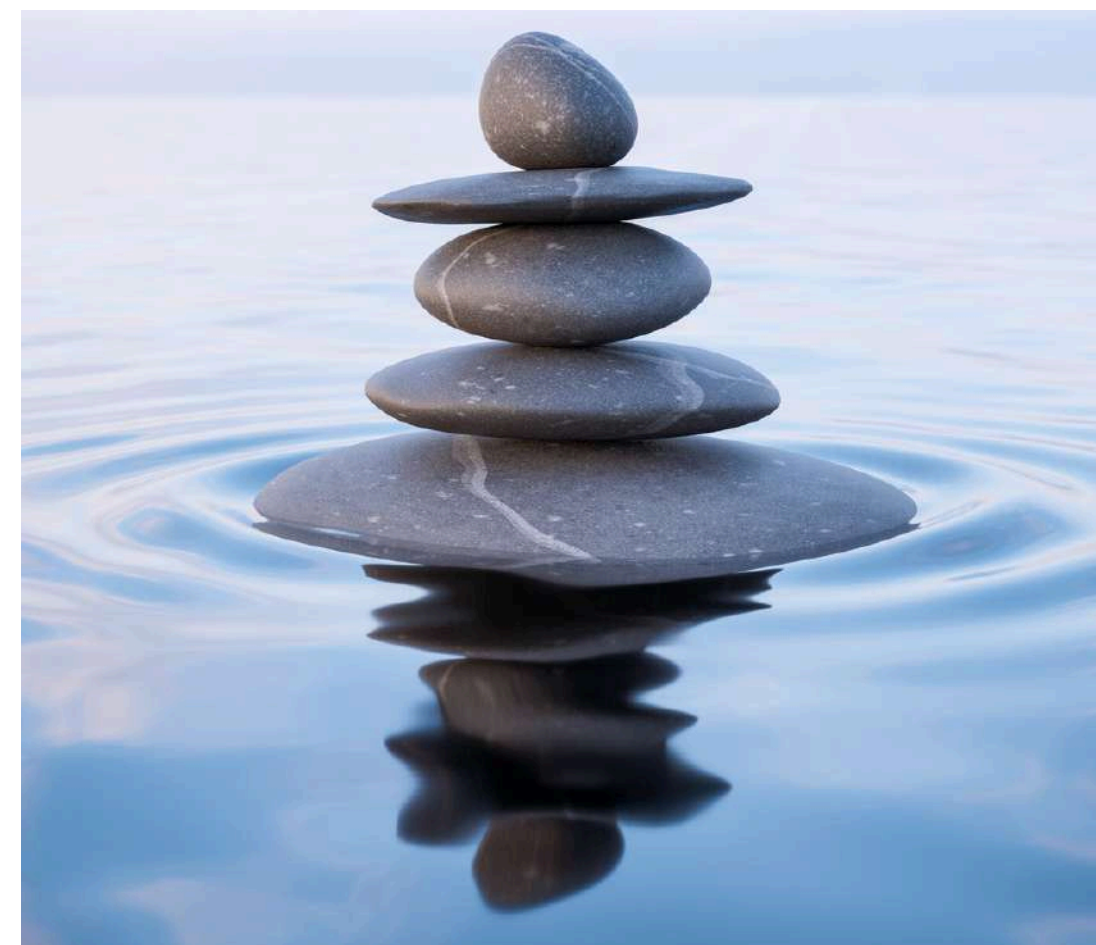
Qualify Everything

Clients, candidates, roles — nothing moves forward unless it's real.



Structure + Curiosity

Ask better questions. Think like a partner, not a supplier.



Advisor Mindset

Clients pay you to fix hiring problems. Never forget that.

KEEP LEARNING



Access the full course



**Access our platform
for more content**