



Academy Training

Lead Pulling

Building onboarding courses for brand new recruiters

Key opportunities to uncover leads

1

During qualification

2

Immediately post placement

3

During contractor care calls

4

Anytime you solve a problem for them

5

Anytime you give them an insight

6

When a CN/CL thanks you for something

7

During periods of transition

Reciprocity

What can your recruiters offer candidates and clients in order to create a more fertile environment for lead pulling?

As recruiters we are in constant contact with the market, industry trends and staffing trends.



This is the information that your candidates and clients desire, and we can use to leverage reciprocity, BUT your brand new recruiters don't yet have this information or know how to use it:

- Package it up and make it accessible
- Role play bringing it into conversation
- 1:1 coach them to ensure they are executing
- Target them on leads generated/ deals resulting