

Self Reflection Exercise- Business Development

Take your time to work through the below.

This exercise is designed to give you clarity around your current desk, provide some food for thought for your business development and desk structure in the New Year and help you understand what areas of development you can focus on!

Fees and ratios

- 🌱 Review your fees for 2023- what is your average placement fee?
- What is your fill rate?
- ◀ What is your client/candidate interview rate?
- 🌱 What is your average fee percentage?

New Clients

- 🌱 Which new clients have you brought on?
- How did you find them?
- ◀ How did you win their business?

Existing Clients

- 🌱 Who are your existing clients?
- What is their typical demographic?
- ◀ Describe your relationship agreement with those clients – exclusive, shared agency or do they self-recruit first? Why?
- 🌱 What are your main conversations with them? How do you add value to them?
- What is your biggest challenge with your existing clients? Why?
- ◀ Which clients have you lost in the last year and why?
- 🌱 What examples do you have of being proactive and solutions focused with existing clients and what success that has brought you?
- Who do you enjoy working with the most in your client list and why?
- ◀ What are your top 5 reasons for calling clients currently?

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Opportunity areas

- ↳ What have your clients biggest struggles been over the last 12 months?
- What have your candidates biggest struggles been over the last 12 months?
- ◀ How can you develop content/business development initiatives that may support those challenges?

BD Planning

- ↳ When targeting new clients, what are you looking for?
- How much time have you committed to your business development planning?
- ◀ How much time have you committed to your business development execution?
- ↳ What has been your greatest achievement in BD for 2023?
- What has been your greatest challenge in BD for 2023?

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Areas for development

On a scale of 1-10 how would you rate yourself on:

- Understanding where you add value to your clients and being able to communicate this in your BD strategy?
- Finding leads, mapping your market and completing BD research?
- Building and structuring a call cycle through value added touch points?
- Completing BD calls including reverse markets, chasing ads and calling with value to offer?
- Handling client objections on the phone?
- Selling yourself and your unique selling points?
- Conducting new client meetings?
- Negotiating terms of business and closing clients?
- Winning business from your competitors?
- Networking?
 - Building a personal brand including social posting and developing value adding content?
- Winning exclusivity?

Are there any other areas you would like to develop in from a sales perspective?

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