hume scope

DEVELOPING EXCEPTIONAL RECRUITERS

Client Meetings

Before a client meeting, have you....

- Set an agenda and send it with your meeting request?
- Done your Research? Including- the Company, the Person you are meeting, News Updates, the Accounts history with your business, current live roles, LinkedIn data
- Formatted one Active Candidate Resume to take with you?
- Planned your Timing/travel? Is there anyone else nearby you could also meet with?
- Dressed appropriately?!

Structure of your Client Meeting

Recap the agenda

Make sure you start your meeting with an overview of what you will be covering, and some small talk to get the conversation flowing.

Q&A Session - The Business

- What they do
- Organisational structure
- History and Achievements
- Growth plans
- Project plans
- Culture and Benefits- why do people work there
- What their competitors would say about them
- What makes them different
- Contacts background/history
- Teams under their management

Q&A Session - Recruitment

- What they recruit, how often and the process
- Perm/contract/temp % split
- Year ahead forecast for staffing- spend and budget
- Current agency relationships and how it is managed
- What they like about current suppliers
- Pain points or gaps in current process that an agency could address
- What types of candidates they would like to see speculatively
- Most challenging roles
- Your opportunities to partner with them

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Pitch

- **Personalise** - provide information which is relevant to the client you are meeting with
- **Humanise** - why you work in Recruitment and why you chose your agency
- **Examples** - your success and achievements
- **USP's** - what makes you stand out from the competition based on what they have told you
- **Proof** - reverse market any candidates you brought with you

Close

- Ask for feedback
- Handle any objections
- Ask for a current job order or ask for commitment on the next job order- if yes, when? If not, why?
- Is there any other information they need from you?

Next Steps

- What happens from here- what will you action/what do they need to action
- Set a date for the next point of contact- ask how they like to be kept in touch with

After your meeting, remember to:

- Say thank you!
- Write up detailed notes on your CRM record
- Send a thank you email with next steps including the next point of contact
- If there isn't a live role to work on, add the client to your call cycle

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