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4 STEPS

TO STRATEGIC CLIENT ENGAGEMENT THAT DELIVERS ROI

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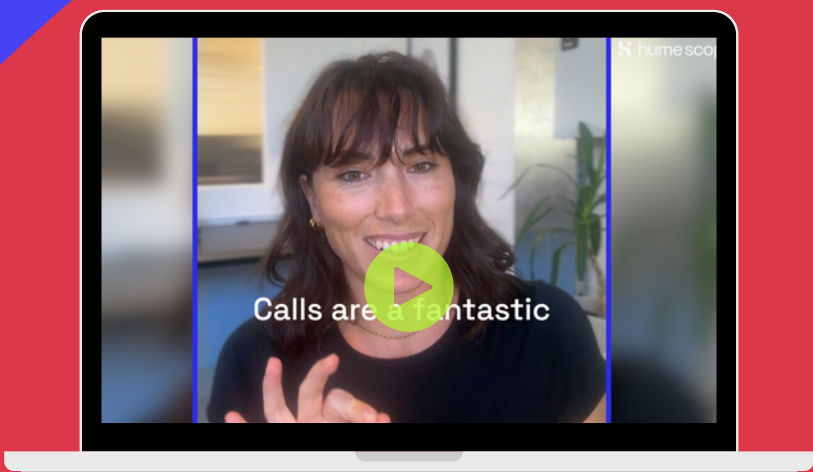
STEP 1

Uncover Client Pain Points



Explainer Video

STEP 1

Uncover Client Pain Points

To uncover pain points and create a compelling value-driven strategy with your clients, use these questions to establish your hook!

Understanding the Client’s Current Situation

Business Context

- What industry is this client in, and what trends or challenges is the industry currently facing?
- How has the client’s hiring volume changed over the past year?

Hiring Process

- What does their current hiring process look like, and who is involved?

Talent Needs

- What roles are they struggling to fill right now?
- What does their ideal candidate look like beyond technical skills (e.g., cultural fit, soft skills)?

Recruitment Challenges

- Are they experiencing difficulty attracting the right candidates?
- Are they losing candidates to counteroffers or other companies?
- How is their time-to-hire affecting their ability to operate efficiently?

Retention Concerns

- Are there any recurring challenges with retaining new hires?

Market Competition

- What other organisations are they competing with for talent?
- Do they feel their compensation packages are competitive?

Hiring Goals

- Are they looking to hire for growth or replacement?
- How critical are these hires to their broader business strategy?

Resource Allocation

- Have they worked with external recruiters before? If so, what worked and what didn't?

Insights and Data

- What hiring data or market insights would help them make better decisions? (e.g., salary benchmarks, competitor analysis, talent availability).

Process Improvements

- Would streamlining or optimising their hiring process reduce costs or time?
- Are they open to trying new strategies like proactive talent pooling or engaging passive candidates?

Local Talent Trends

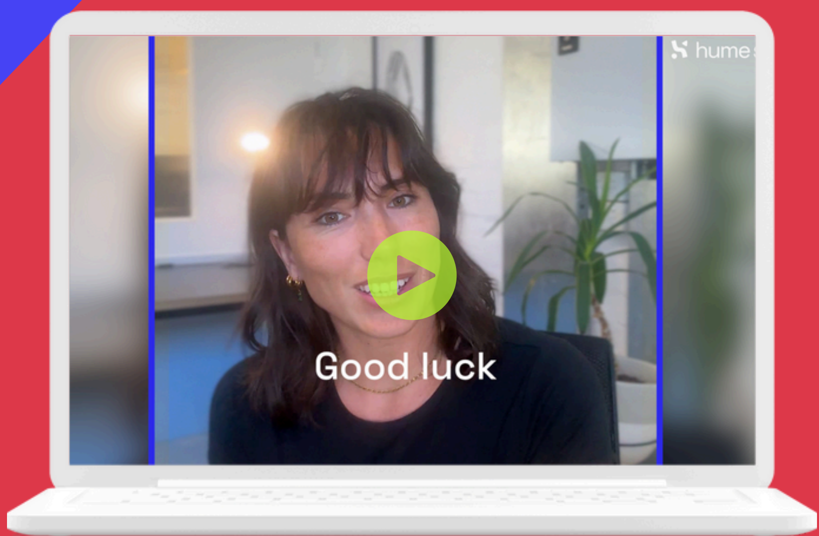
- Are there regional challenges they're facing, such as limited talent pools in rural areas or high competition in metro areas?
- How is Australia's current economic environment affecting their hiring plans?

Compliance and Legislation

- Are they up to date with Fair Work Act compliance, awards, and visa sponsorship complexities?
- Could guidance on navigating legal hiring requirements or contracts be beneficial?

STEP 2

Engage



Explainer Video

STEP 2

Engage

This step focuses on creating engaging content that highlights your expertise while addressing your client's key pain points. By providing valuable insights upfront, you build trust and position yourself as a partner who genuinely understands their challenges, increasing the likelihood of meaningful engagement.

Social Media Piece: Showcasing Value Add

- **Headline:** Start with a pain point that resonates with your audience to capture attention.
- **Value Add:** Share a quick, actionable tip or insight related to the pain point that provides immediate value.
- **Call to Action:** Encourage engagement by offering further insights or resources, without directly asking for a meeting.
- **Hint at Future Value:** Optionally, mention upcoming posts or insights to keep them engaged.

Email Campaign: Value-Focused with 'Give-Give-Get' Mentality

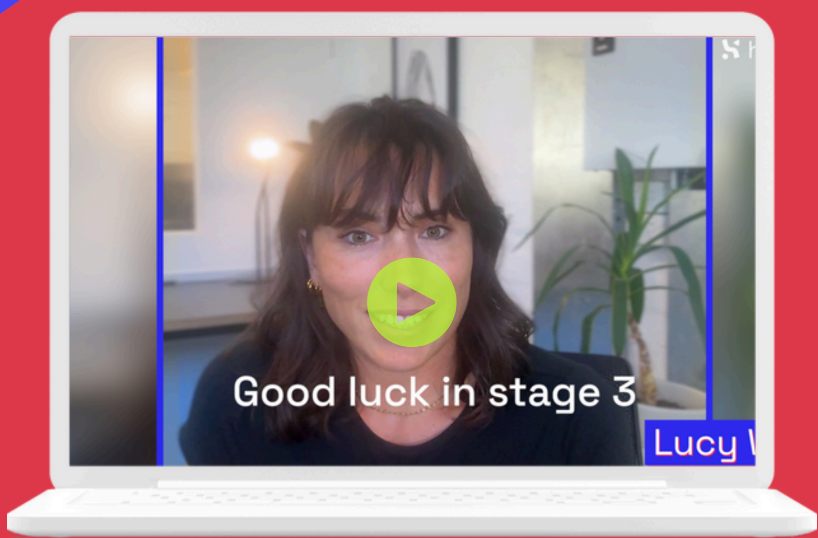
- **Email 1 (Give #1):** Offer an actionable insight or strategy that addresses a pain point. At this stage, do not try to "sell" who you are.

- **Email 2 (Give #2):** Provide additional value by offering more actionable tips or steps that build on the previous insight. You may include one small paragraph about you at the end of this email.

The **Give-Give-Get** strategy is about building trust by offering value upfront before calling the prospect to discuss the value add and ask for a meeting. It helps establish rapport and increases the likelihood of a successful call that will result in a meeting.

STEP 3

Structuring the Meeting



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STEP 3

Structuring the Meeting

Structure your meeting to focus on the client's disclosed pain points. Highlight the value you bring, share insights about your business, and present tailored solutions that address their challenges effectively.

Start with the Pain Points

Open by revisiting the client's disclosed recruitment challenges to show understanding and alignment.

Demonstrate Value

Share specific examples or results that highlight how your recruitment expertise can solve their key issues.

Introduce Your Services

Provide a concise overview of your recruitment solutions, focusing on how you address their specific challenges.

Present Tailored Recruitment Strategies

Offer clear, actionable solutions based on their pain points, such as talent pipelines, sourcing methods, or retention strategies.

End with a Call to Action

Conclude by outlining the next steps, whether it's scheduling another meeting, creating a proposal, or implementing your solutions.

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STEP 4

Setting Your Targets

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STEP 4

Setting Your Targets

Establish consistent activity goals to maintain momentum and drive results. Clear targets help you stay focused and track progress effectively.

Steps:

Social Media:
Aim to post at least 3 pieces of engaging content each week to build visibility and attract your target audience.

Email Campaigns:
Execute 1 well-crafted campaign monthly, delivering valuable insights and encouraging client engagement.

Calls:
Aim for 30 calls per week off the back of your social and email campaigns to strengthen your personal brand with your client base. Use click through rates & likes/comments from your past as your call list.

Meetings:
Set a baseline goal of 5 client meetings per week to deepen relationships and uncover opportunities.

Track and Adjust:
Regularly review your performance, identify what's working, and refine your approach as needed to maximise impact.

Membership

Empower your team through The Membership at Hume Scope

UNLIMITED live training for all experience levels, personalised sessions tailored for your agency, and complete flexibility with no lock-in contract.

What's INCLUDED in the Membership?

Unlimited Live Training Access: Access to 24+ live training sessions each quarter. From business development to leadership—your team chooses what's relevant.

Personalised Training Sessions: Private, 2-hour training session each quarter, tailored to your agency's goals—whether it's improving BD, candidate engagement, or anything else you need.

On-demand resources: Over 60 documents and pre-recorded sessions at your disposal.

- **Quarterly Flexibility:** Stay engaged with learning at your own pace. Stop, renew, or continue as it suits your agency.

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Connect with Hume Scope

Whether you're seeking to refine your recruitment processes, training, or looking for a trusted partner to advance your agency's growth, Hume Scope can help!

Connect with us on

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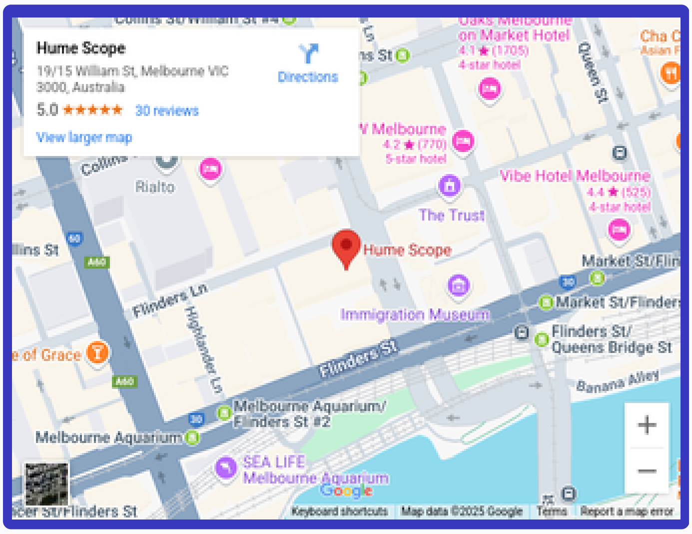
Want to chat?

Book a 30-minute strategy session with one of our experts to discuss your agency's needs and how we can assist in achieving your goals.

Book A Call



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