



Sales for the non-sales Recruiter

Angela Cripps
Recruiting Gym MD

Agenda

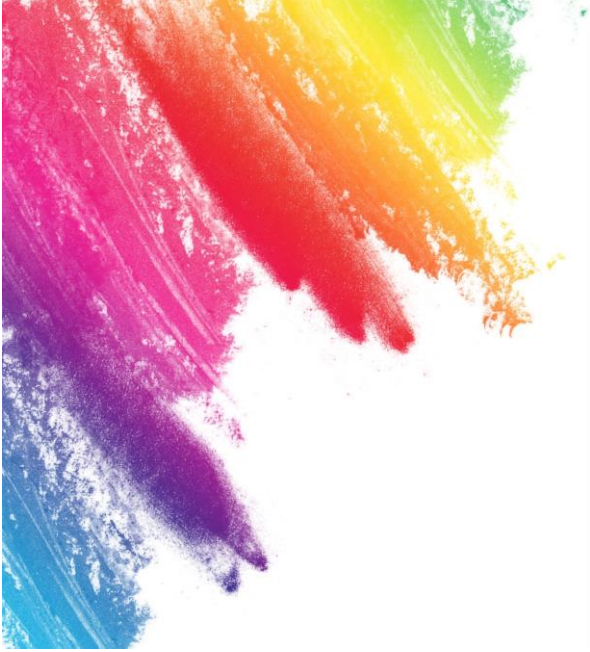
1. Introduction
2. Why the hesitancy?
3. How do we deal with the issues?
4. What contributes to sales activities?
5. How to make it fun
6. Q & A



Introduction



- 33 years - recruitment
- 25 years - trainer
- 20 years - executive coach
- MD/Owner of the Recruiting Gym & Connemara UK
- First sales job at 10!



Why the hesitancy?

Lack of...

Time

Confidence

Trust

Interest

Motivation

Support from others

Courage

Compensation

Knowledge

Leads

Questions to ask

Understanding



Dealing with the **issues**...

Solutions?

Time

Confidence

Trust

Motivation

Support from others

Interest

Courage

Compensation

Knowledge

Leads

Questions to ask

Understanding



Sales Activities - the typical

Business Development Calls
Marketing Placeable Candidates
Zoom/TEAMS meetings
In-person meetings
Presentations
Proposals
Contract meetings/agreements
Service Level Agreements
Service Level Reviews
Annual Reviews



Non - Sales Activities - what else?

Research - candidates, online, network

Lead generation

Lead qualification

Google alerts

Webinar comments

Networking events

Conferences / Expo's

LinkedIn etc. Connection request / Comment / Question asked / Share / Reply

Pop ins

Mailshots

Forum comment

Page invite (LinkedIn / Facebook / Insta / TikTok)

Physical Mail



How
to
make
it fun?

Values

Set objectives/goals relative to
your team values

Our Values

All of our courses are built around our 4 core values



Be More Human

Recruiters trade in hopes, dreams and rejection. We must strive to maintain a human touch in all our activities to limit the emotional impact of the recruitment process on all sides



Be Proactive

There are only two types of Recruiters; - the quick and the dead.
Do not wait for things to happen, manage your clients, candidate and placement risk every day



Be Better

Develop the habit of lifelong learning by committing to improving what you do, how you do it, and what you achieve from those activities



Be Curious

Question everything around you. This enables you to understand how the world works, elevating your business acumen and improving your ability to develop high-value relationships

Have Fun!

#MeetYour Recruiter

Next round: 19–23 Jun 2023

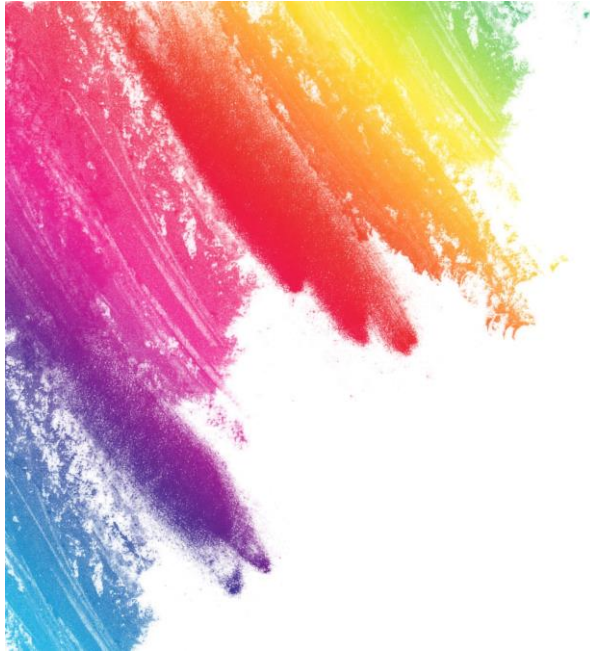


Resources:

1. 250+ questions to ask clients
2. Values exercise document
3. 6 courses - all with BD/sales sessions
4. [Daily Workout](#) - every day at 9 am
5. [ReMap](#) - 10% discount from

Recruiting Gym members



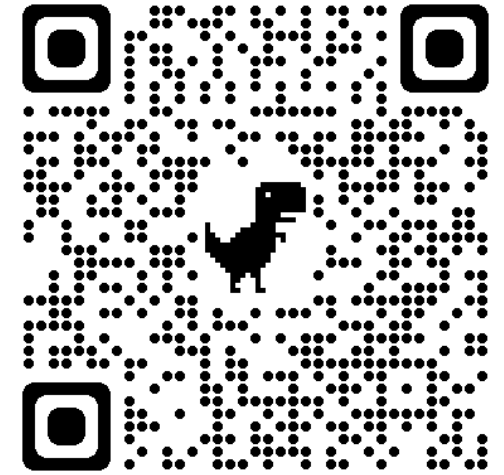


Questions?



Sales for the non-sales Recruiter

... have **PRIDE** in what you do!



RECRUITING GYM
home of recruitment training