

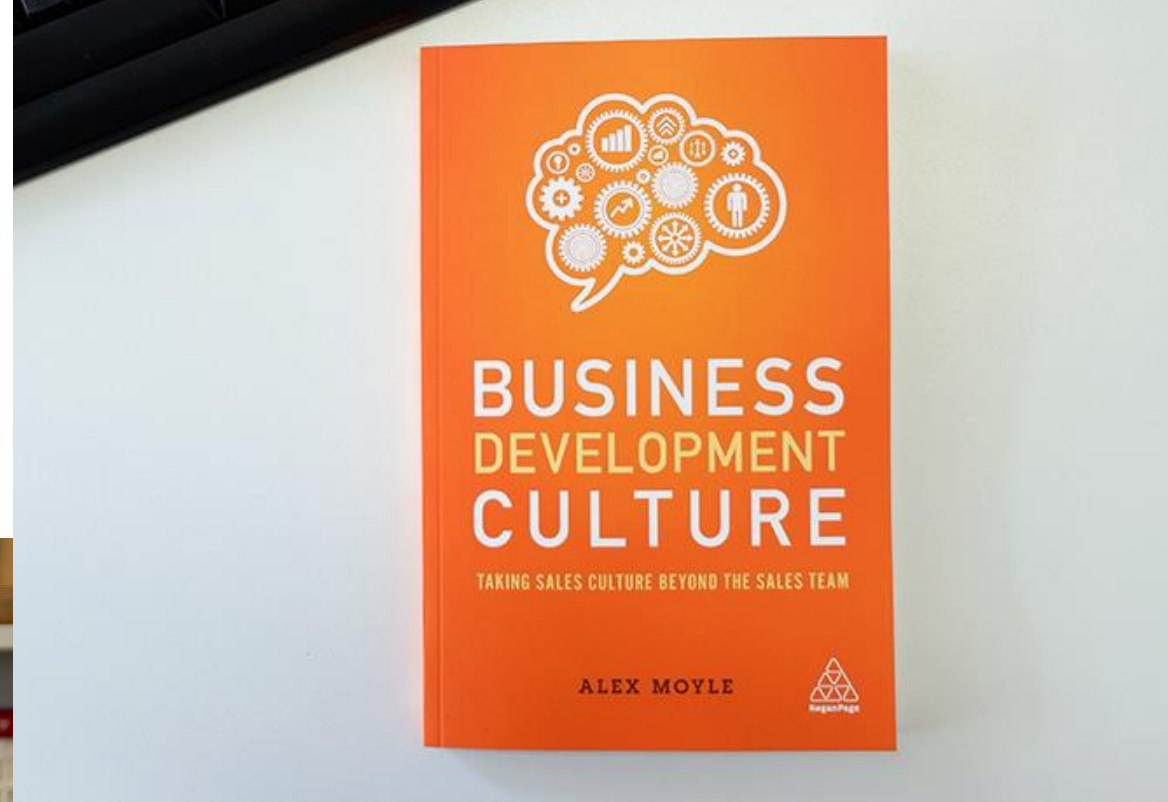


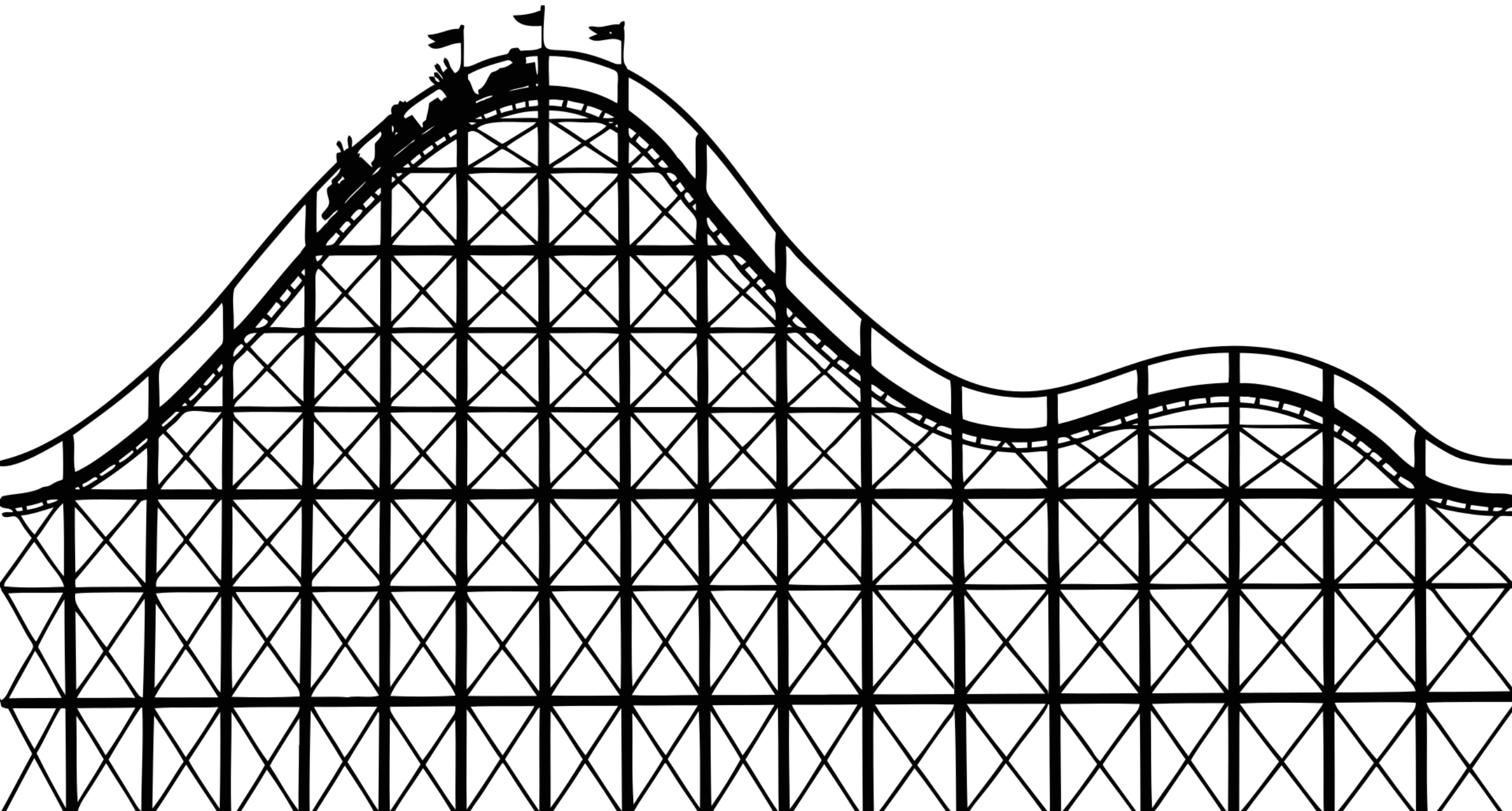
Brilliantly Boring
Achieving Pipeline Mastery

A performance and learning community for
Recruiters and Recruitment leaders

RECRUITING GYM

COMMUNITY | LEARNING | PERFORMANCE





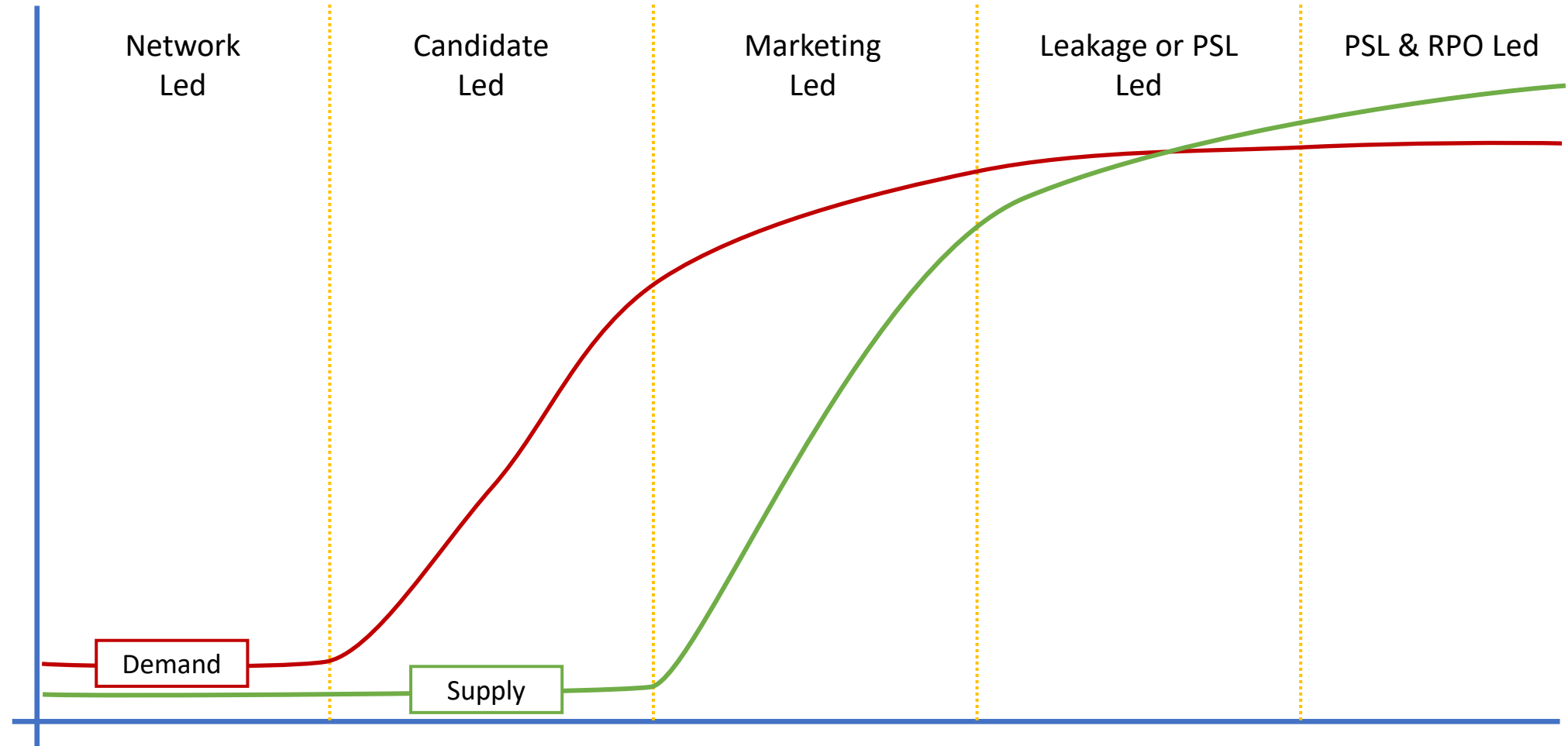


Job Specification

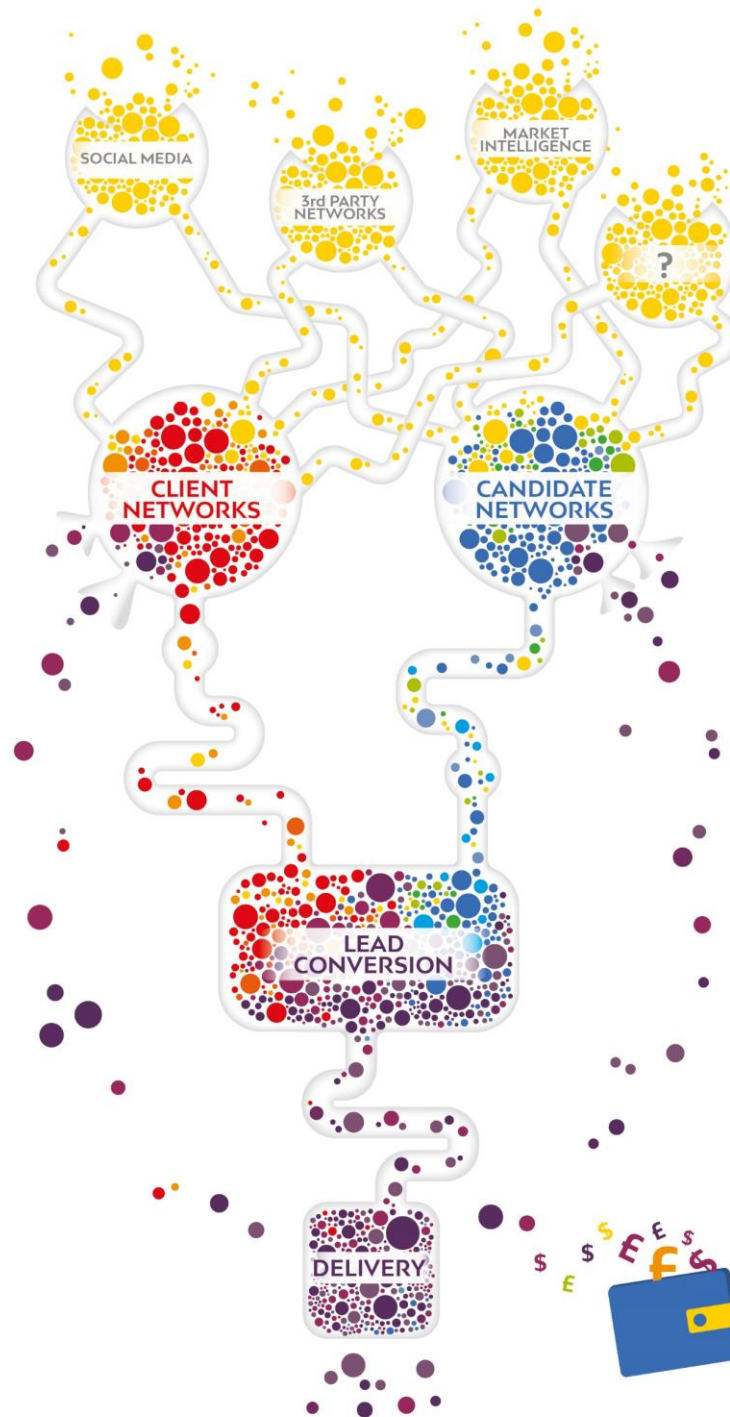
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Know your Market Drivers

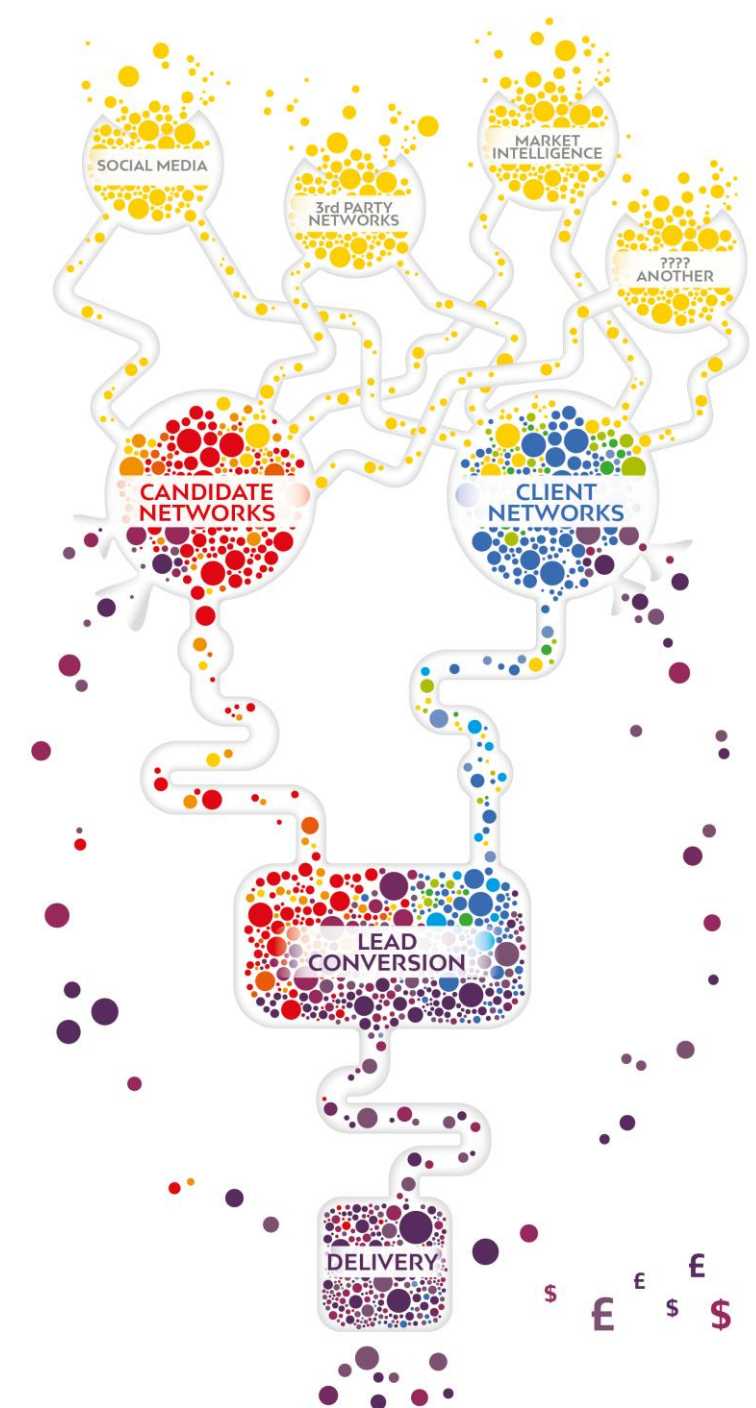


Know Your Pipeline



What is Pipeline Mastery?

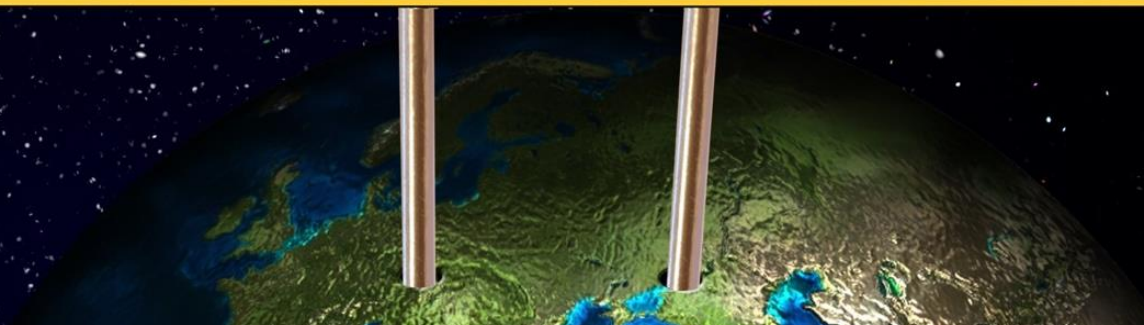
“The ability to run a business that achieves the desired level of performance month in month out with out stress or emotion”





Deliver: Can I Convert Interviews to Fees?

**Welcome
to the
Lunatic Asylum !**



Vacancy Prioritisation

Sourcing Effort

Low

High



- Availability skill set
- Competitive salary
- Realistic client expectations
- How hard to source

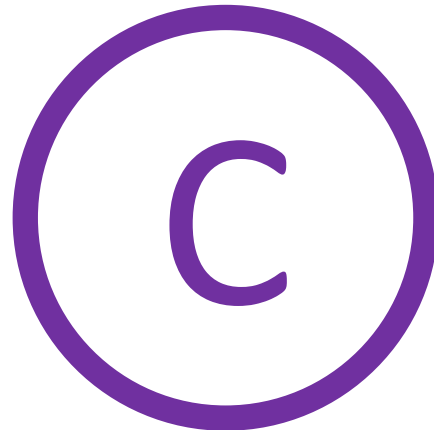
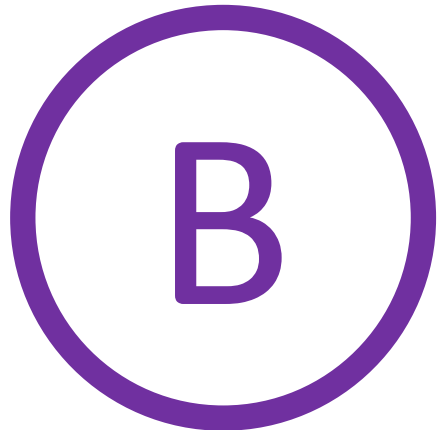
Client Commitment

Low

High



- Will They Meet you
- Line Manager Contact
- Internal Competition
- External Competition
- URGENCY



Sales

Marketing

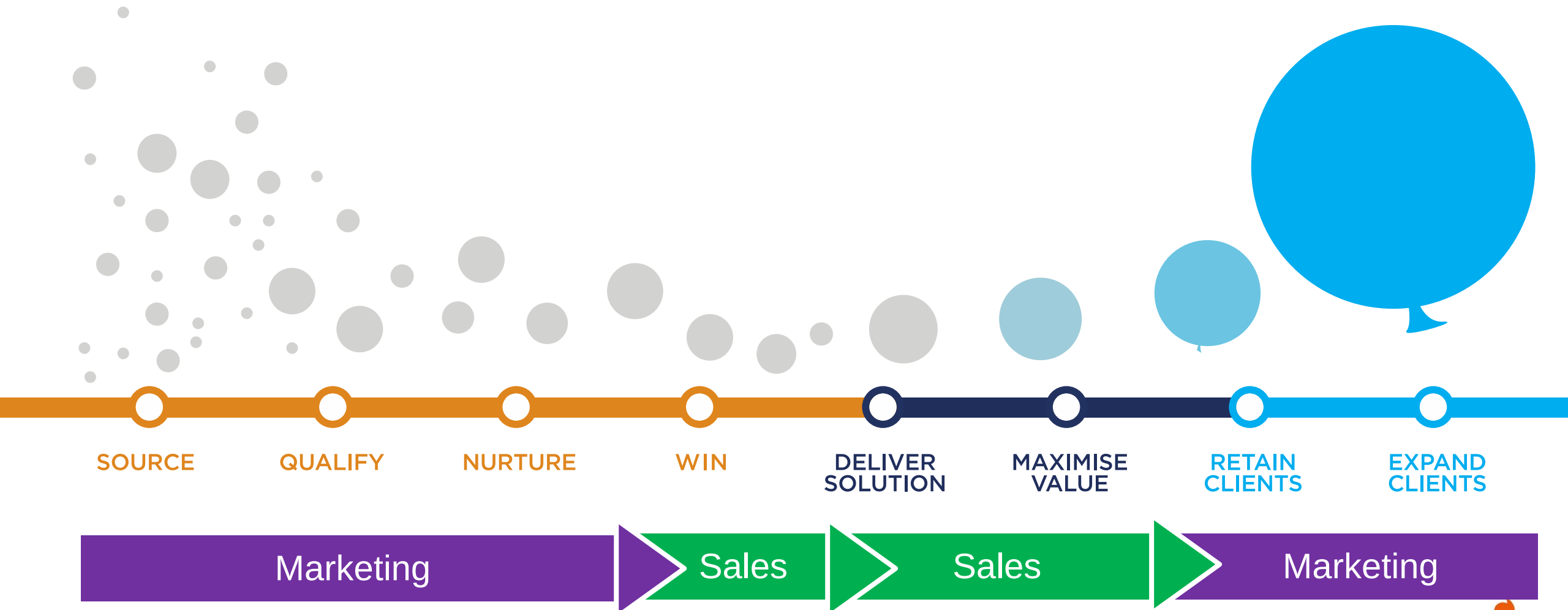
Sales

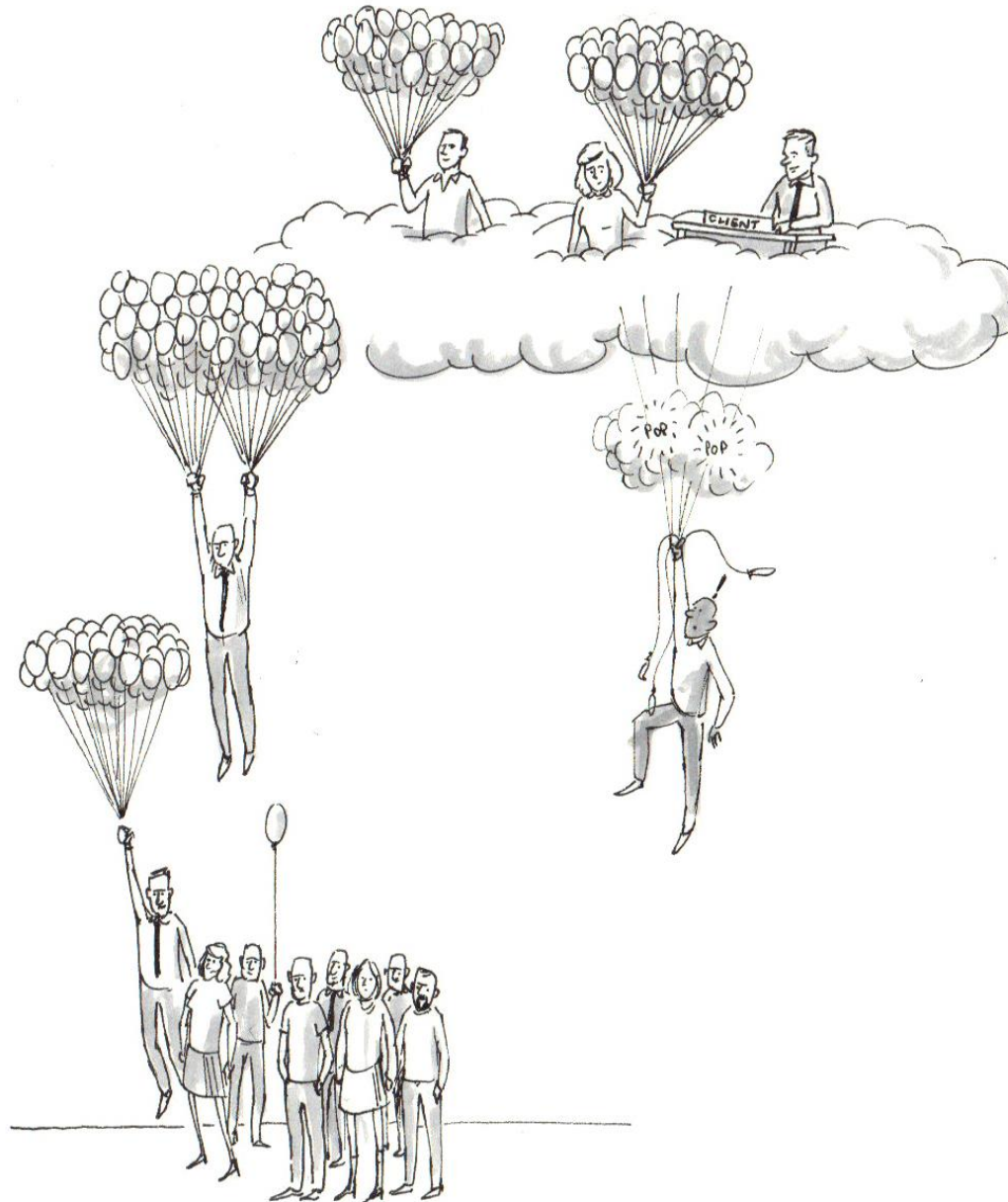
- 1: Give Me A Chance
- 2: Are You Interested
- 3: Want To Interview
- 4: Want to Offer
- 5: Want to Accept

Marketing



Marketing Centric Approach to BD





#1 Time Horizon

1st Contact November



Leads in January



Jobs February



Placements March



Invoice May

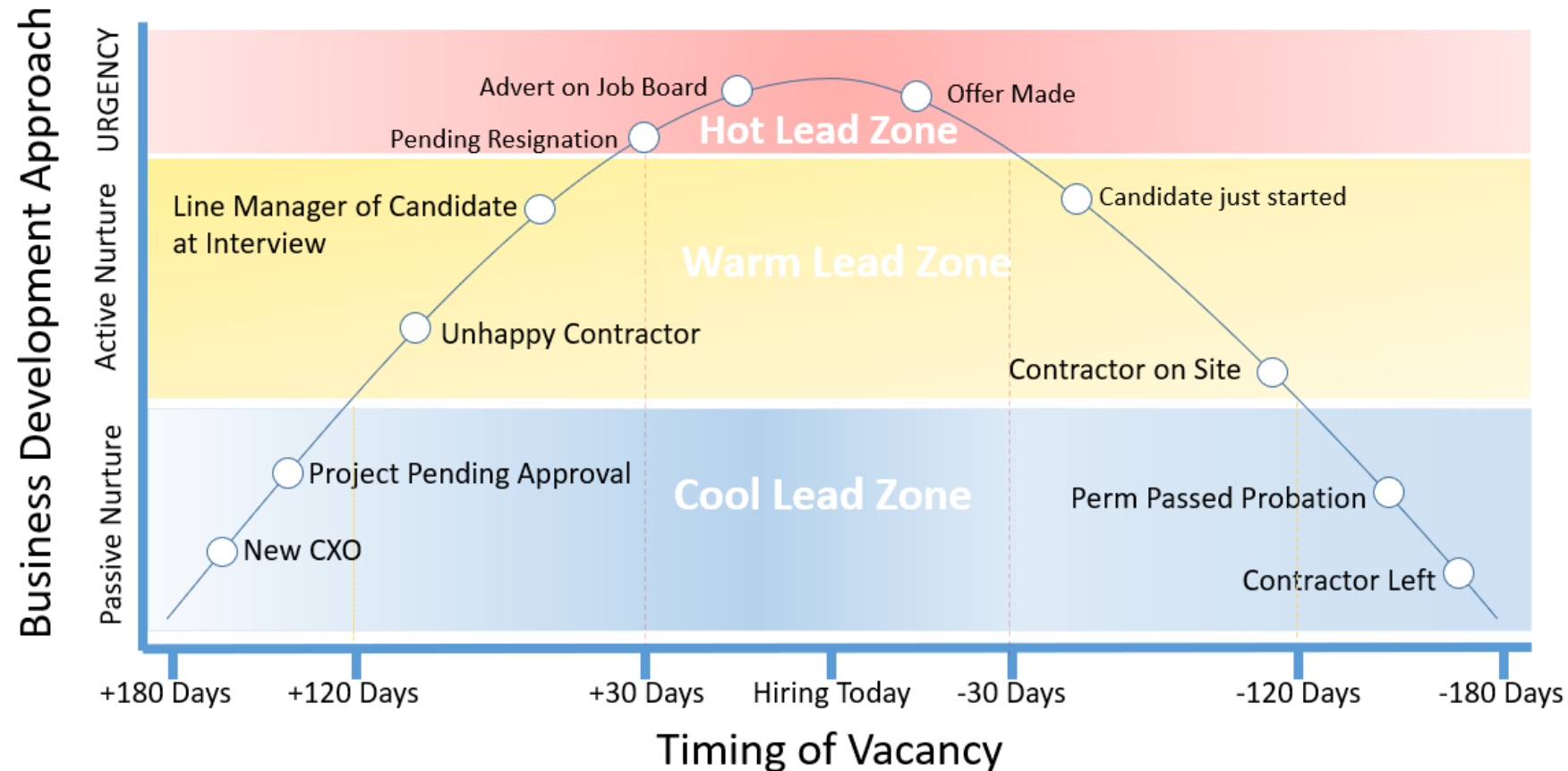


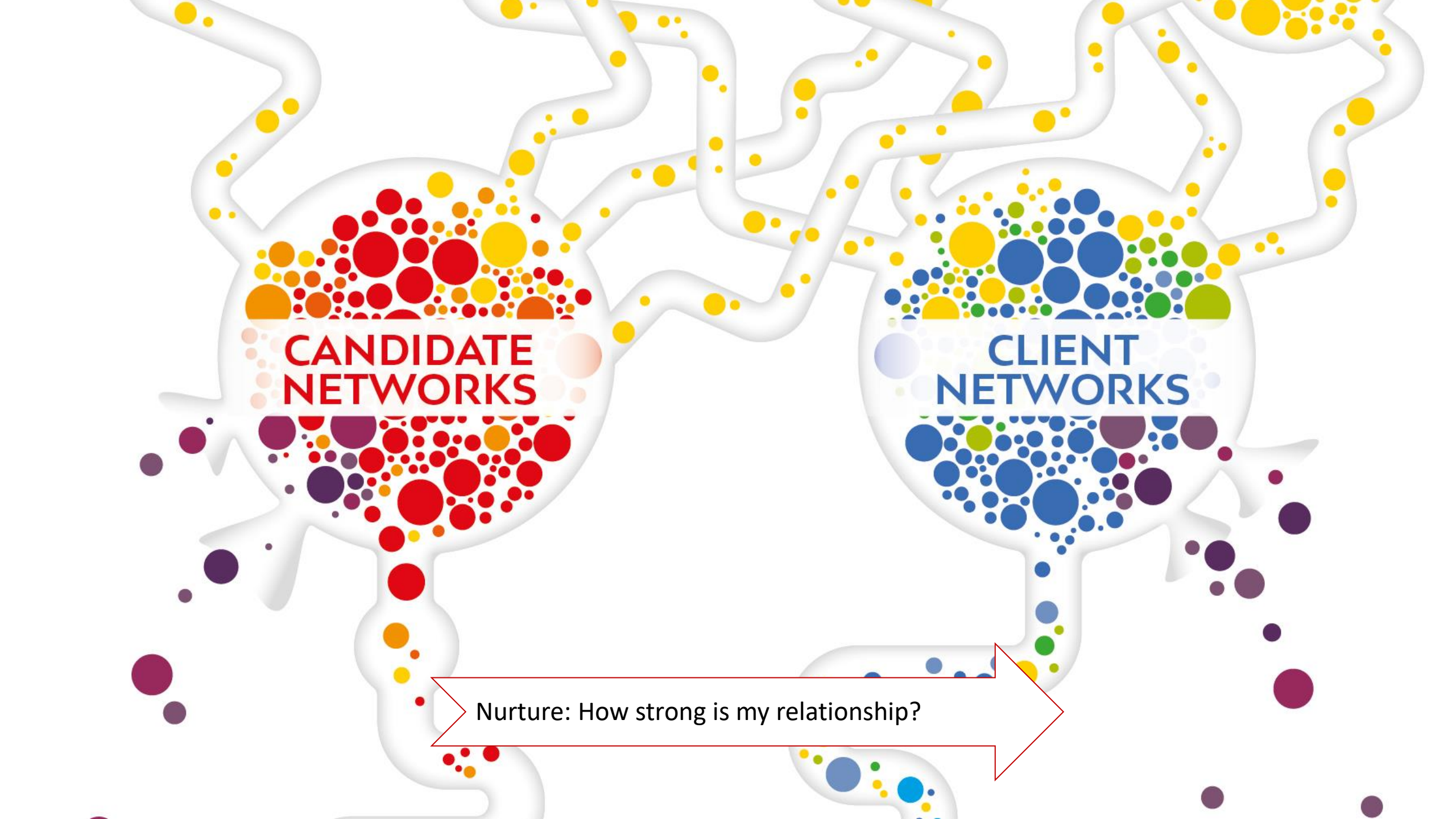
LEAD CONVERSION

Win: Are they going to give me a chance?

Lead Generation & Conversion

Lead Generation: What qualifies as a Lead





**CANDIDATE
NETWORKS**

**CLIENT
NETWORKS**

Nurture: How strong is my relationship?

Prioritisation of Business Development

Activities

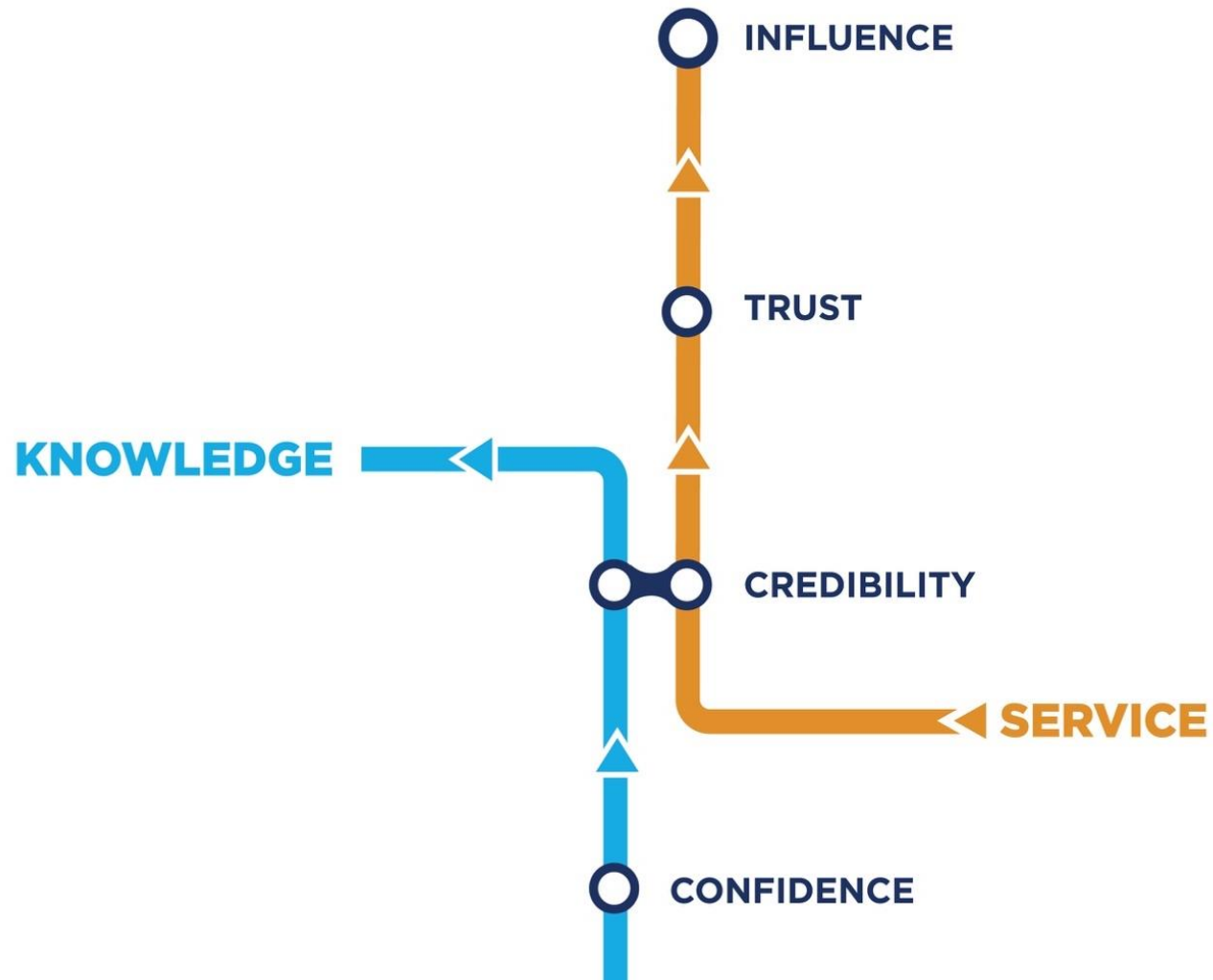
The table below is a guide to how you might classify different clients according to the frequency of recruitment and barriers to entry.

	• No Formal Agreements • Internal Referral Scheme • Existing Agency Relationships	• Direct Sourcing Activity • Internal Recruitment Team • PSL with Leakage	• PSL with No Leakage	• RPO to 3rd Party
Daily/weekly				
Monthly				
Quarterly				
Annually				



Become Front of Mind

Becoming A Trusted Advisor

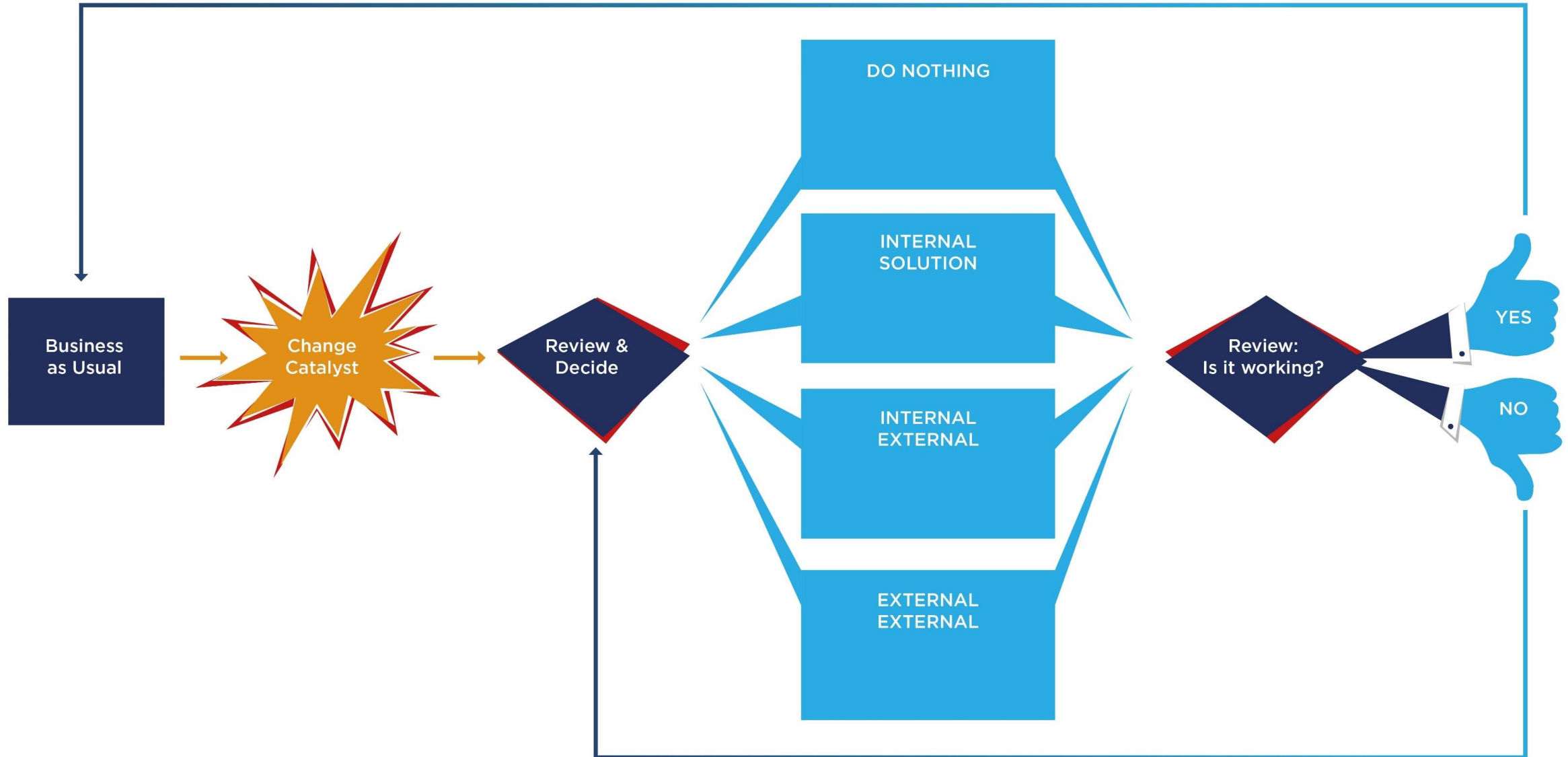


What role does your knowledge play in building influential relationships with clients?

Know Your Client

Personal Profile	Job Description
Operational Challenges (projects/programs)	Strategic Challenges
People Challenges (availability / capability)	Recruitment Challenges

Understanding Why and How Customers Buy



Your Value Proposition

Need

Feature

Explanation

Benefit



Ask Your Self.....

Who Is Buying?

Who Now Knows I Exist?

Who Have I Reminded I Exist?

Do
Something
Today

Be
Brilliantly
Boring





Dealing with Gatekeepers

Coach: Alan Clarke

RECRUITING GYM
Webinar Workout



RECRUITING GYM
LEARNING LIVE

**Managing Placement Risk
Interview Preparation & Debrief**

www.recruitinggym.com



RECRUITING GYM
LEARNING LIVE

Candidate Marketing 2.0

How Move Beyond "I Have A Great Candidate, GOT ANY JOBS"

www.recruitinggym.com



**Understanding 3 Big
Candidate Motivators**

Coach: Katharine Robinson

RECRUITING GYM
Webinar Workout



The Recruiting Gym is a performance and learning network community with over 20 coaches, standing by to help you

www.recruitinggym.com