



STEPS FOR ACCOUNT PENETRATION

- Research company – what do they do? Who might they need?
- Any open jobs on website?
- Search out resumes of people who have worked there. Get a sense for the people they need.
- Start building inventory of candidates they need. Bring them in.
- Build profiles for the best candidates.
- Find out who decision-makers are. Who selects agencies and who makes the hiring decision?
- Get in touch with these individuals. Tell them who you have and that you want to get them back to work. Get a forecast for their needs upcoming and find out how you can compete for their business.
- Setup a time to 'swing by' (ie meet them and checkout the facility to get a sense for the fit and organization).
- Market your profiles anonymously. Get them interested in seeing your people.
- Before sending any real information or setting up an interview, discuss fee agreement.
- Get fee agreement signed.