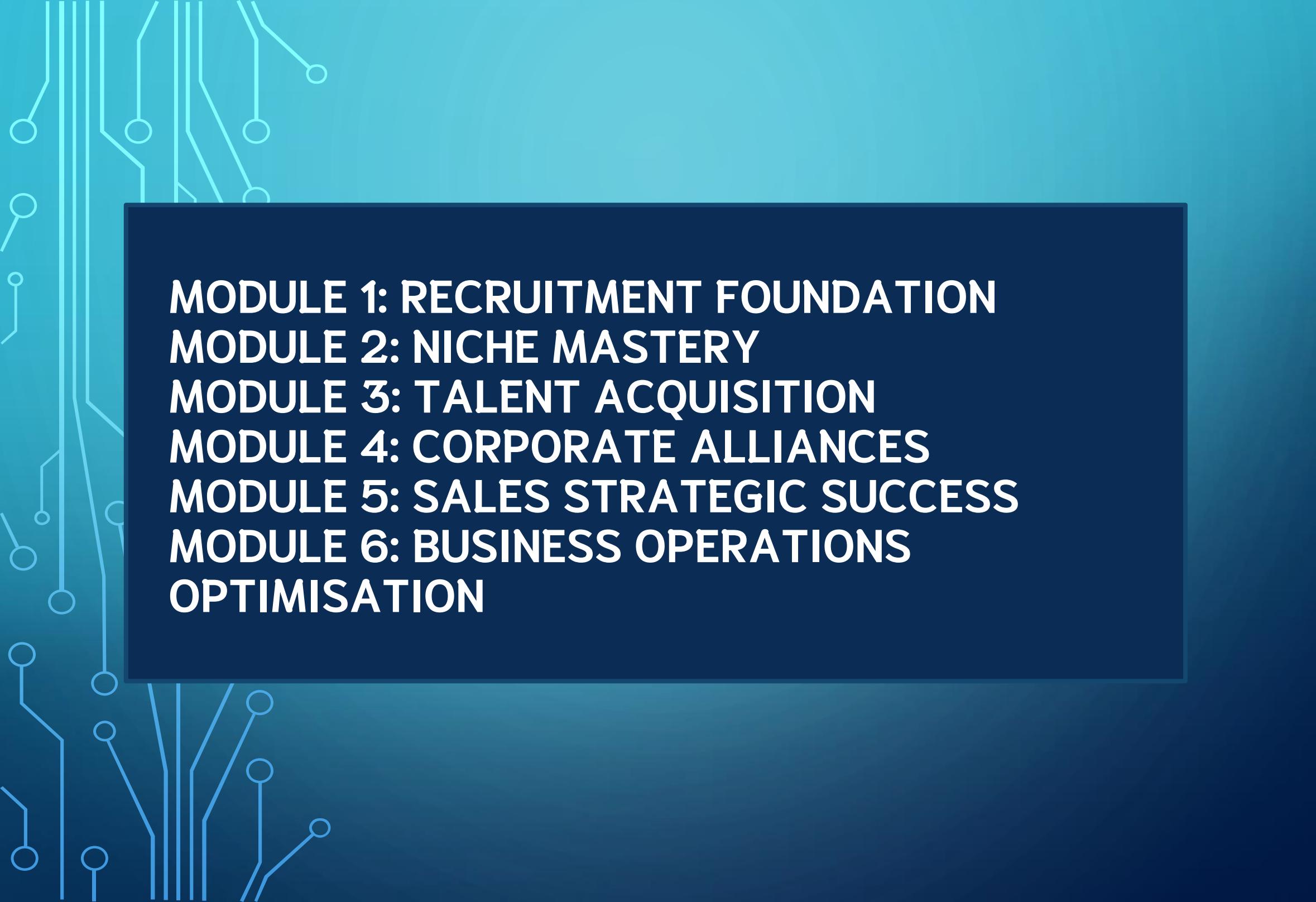




**WELCOME TO THE RECRUITMENT PROGRAM**

## **STRUCTURE:**

- COURSE MODULES**
- COACHING CALL**
- RESOURCES, TEMPLATES**



**MODULE 1: RECRUITMENT FOUNDATION**

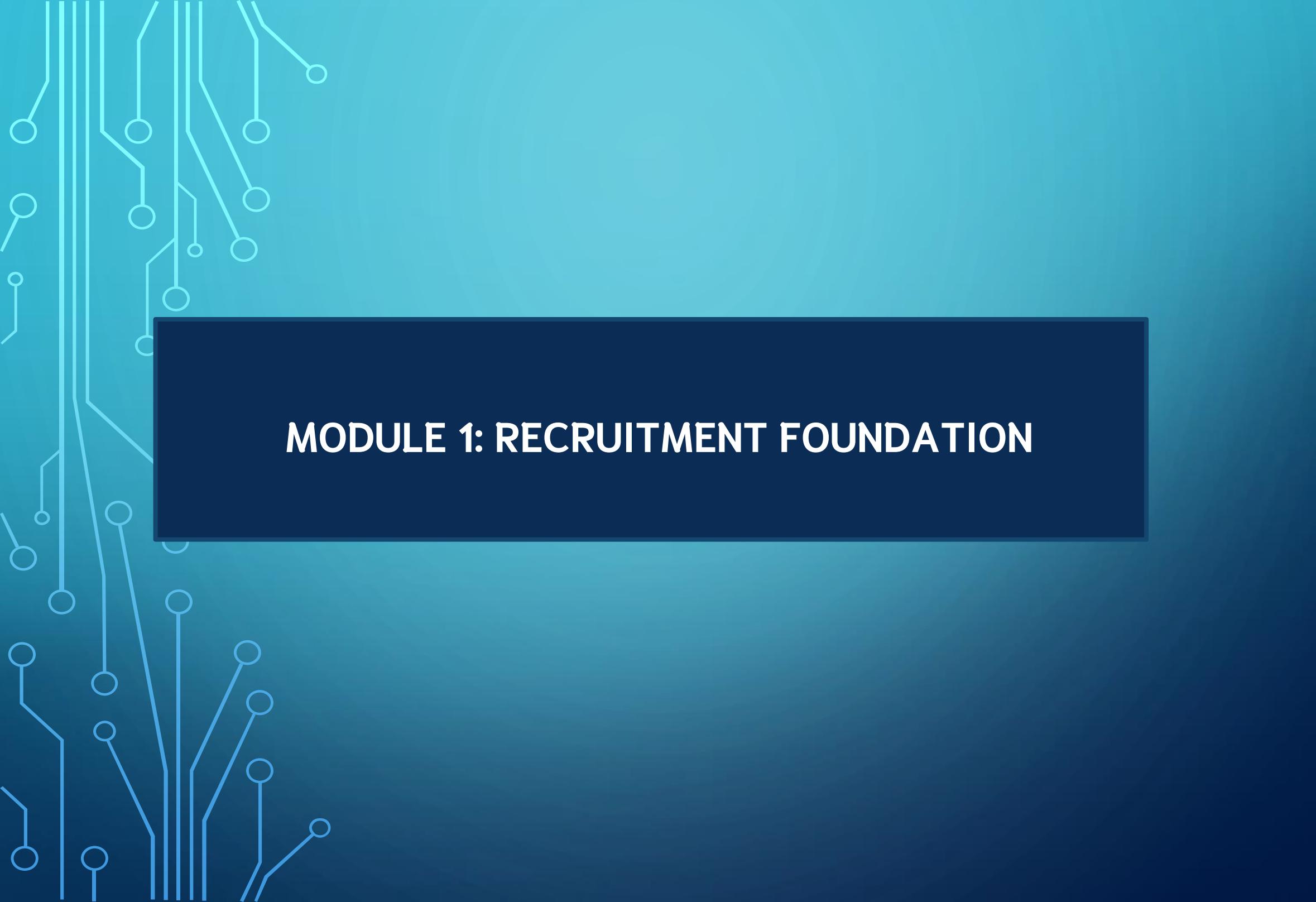
**MODULE 2: NICHE MASTERY**

**MODULE 3: TALENT ACQUISITION**

**MODULE 4: CORPORATE ALLIANCES**

**MODULE 5: SALES STRATEGIC SUCCESS**

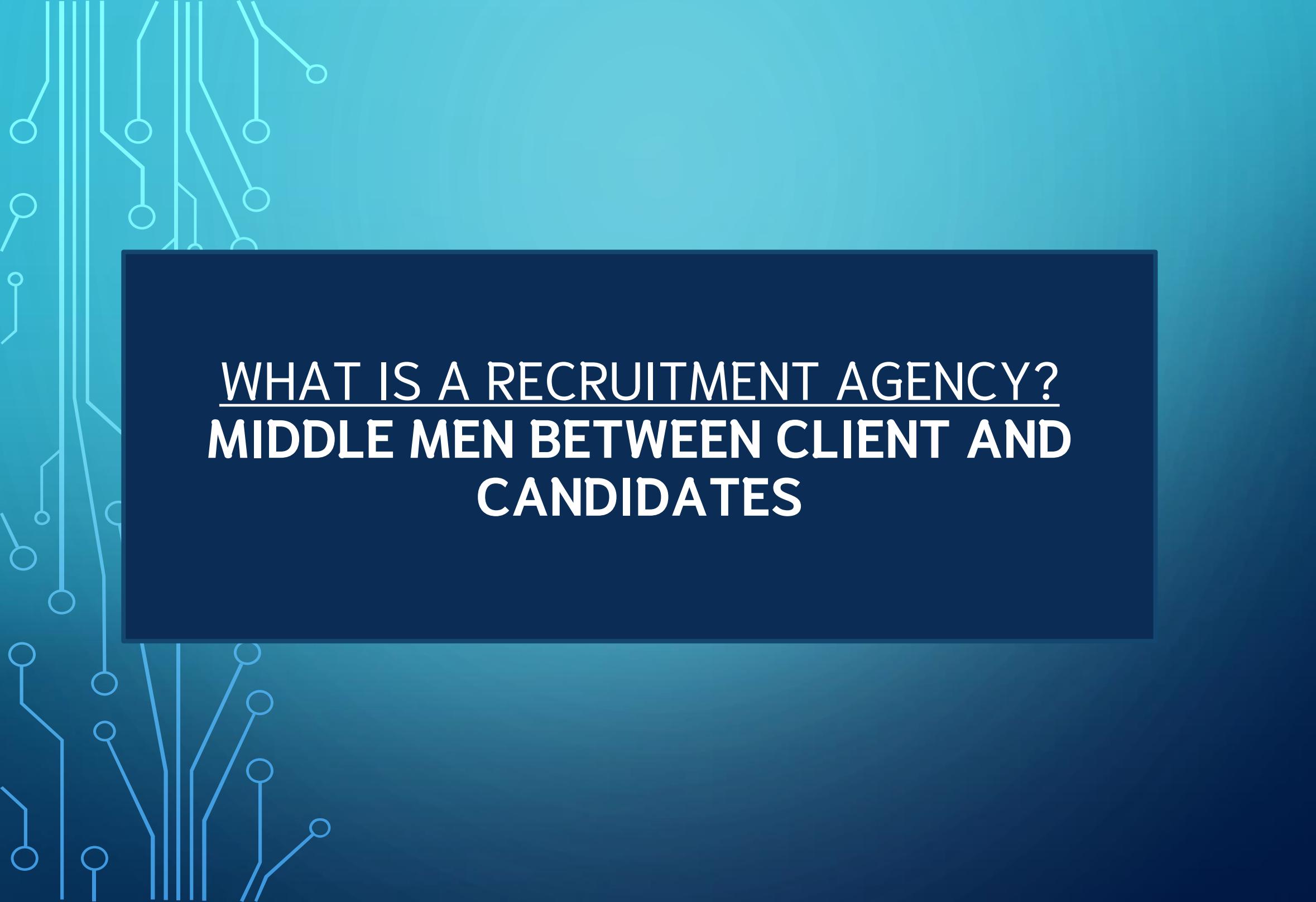
**MODULE 6: BUSINESS OPERATIONS  
OPTIMISATION**



## MODULE 1: RECRUITMENT FOUNDATION

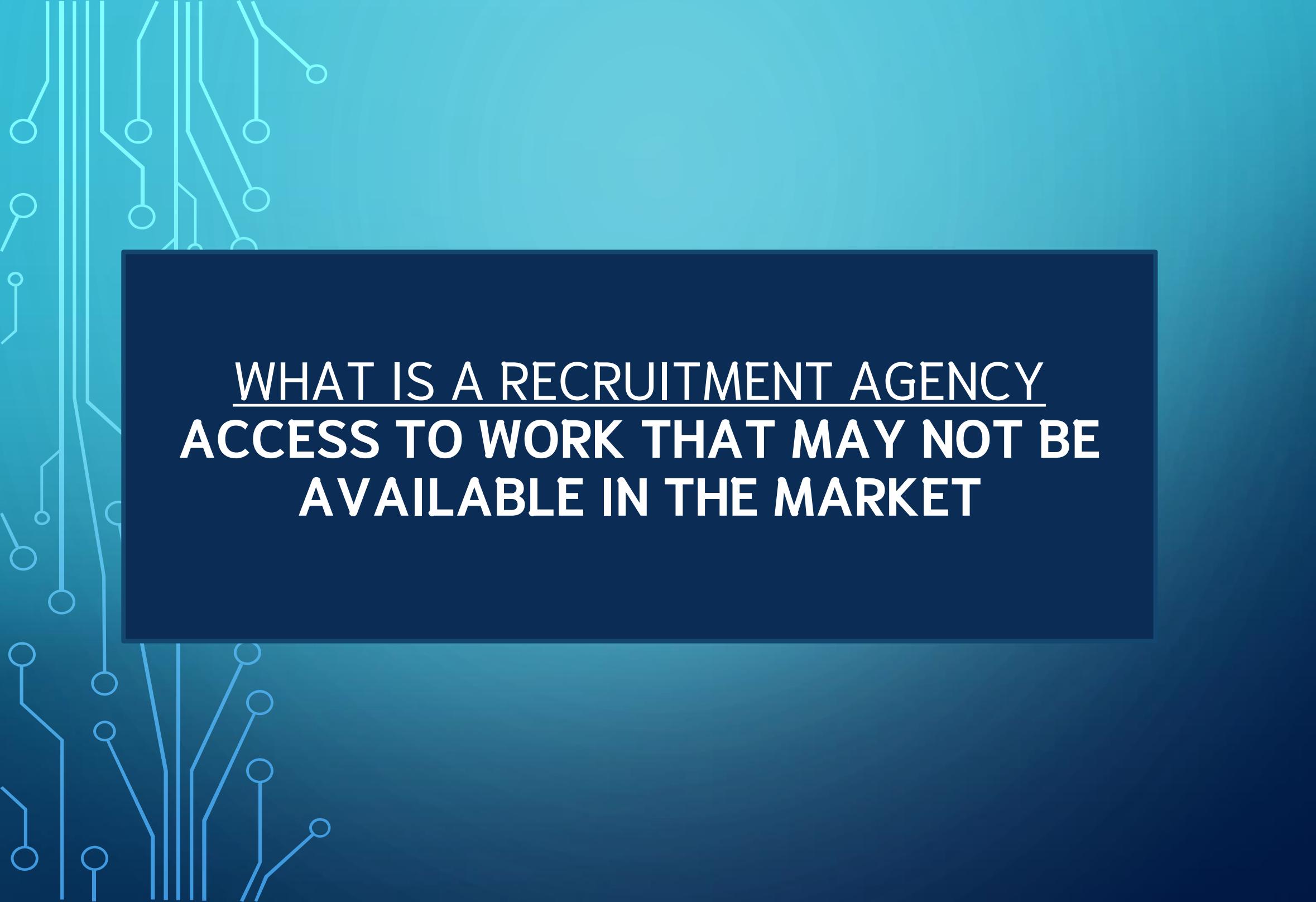


**WHAT IS A RECRUITMENT AGENCY ?  
IS RECRUITMENT A SATURATED MARKET ?  
WHAT TOOLS DO I NEED TO GET STARTED AND HOW MUCH ?  
BENEFITS OF USING A RECRUITMENT AGENCY ?**



# WHAT IS A RECRUITMENT AGENCY?

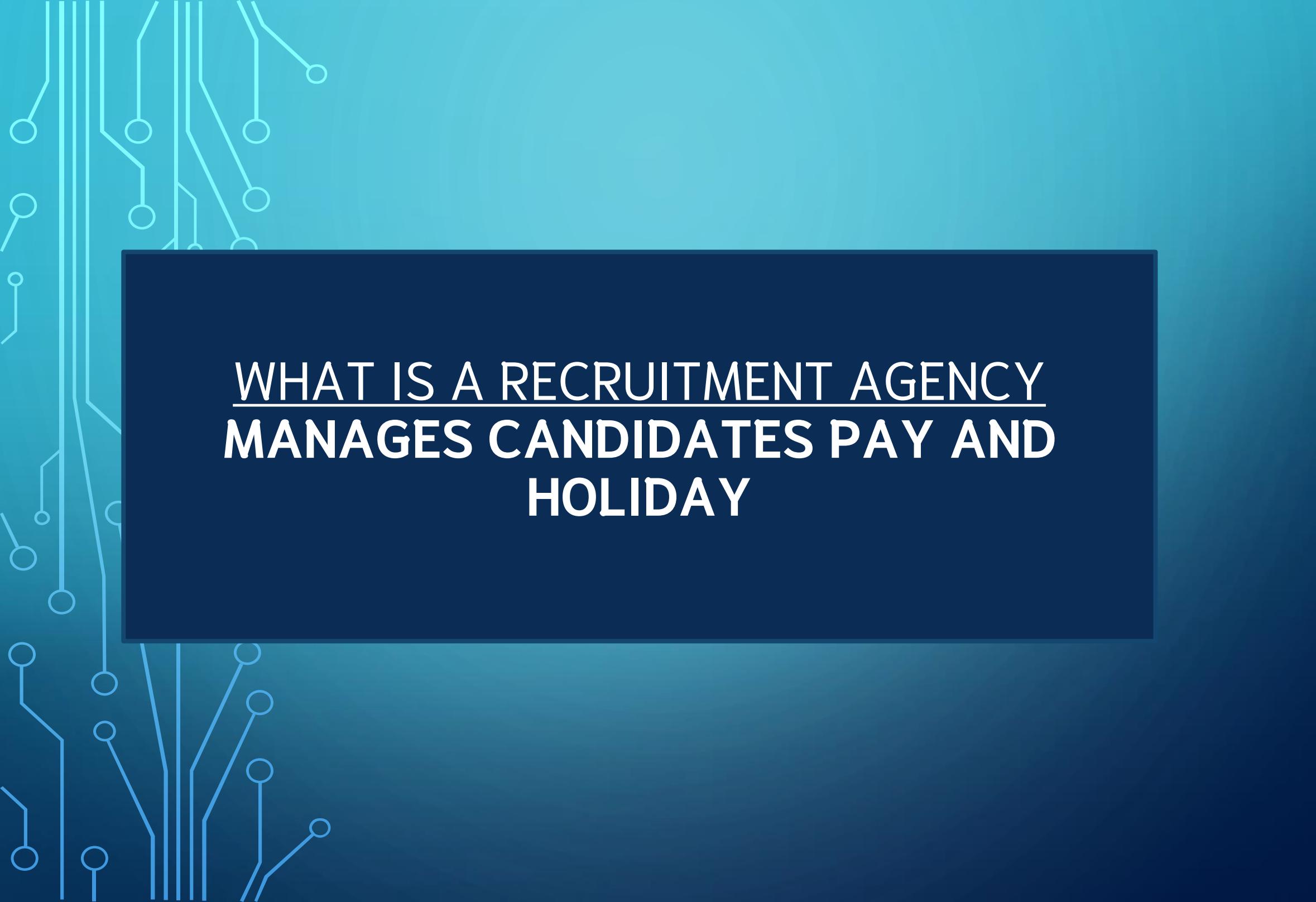
## MIDDLE MEN BETWEEN CLIENT AND CANDIDATES



**WHAT IS A RECRUITMENT AGENCY**  
**ACCESS TO WORK THAT MAY NOT BE  
AVAILABLE IN THE MARKET**

WHAT IS A RECRUITMENT AGENCY

MANAGES ALL THE RECRUITMENT  
NEEDS FOR THE CLIENTS



**WHAT IS A RECRUITMENT AGENCY**  
**MANAGES CANDIDATES PAY AND  
HOLIDAY**



WHAT IS A RECRUITMENT AGENCY  
**OFFERING A TAILORED SERVICE IN  
ORDER TO GAIN TRUST**



**WHAT IS A RECRUITMENT AGENCY ?  
IS RECRUITMENT A SATURATED MARKET ?  
WHAT TOOLS DO I NEED TO GET STARTED AND HOW MUCH ?  
BENEFITS OF USING A RECRUITMENT AGENCY ?**



IS RECRUITMENT A SATURATED MARKET  
**UK MARKET VALUE £41.3 BILLION**



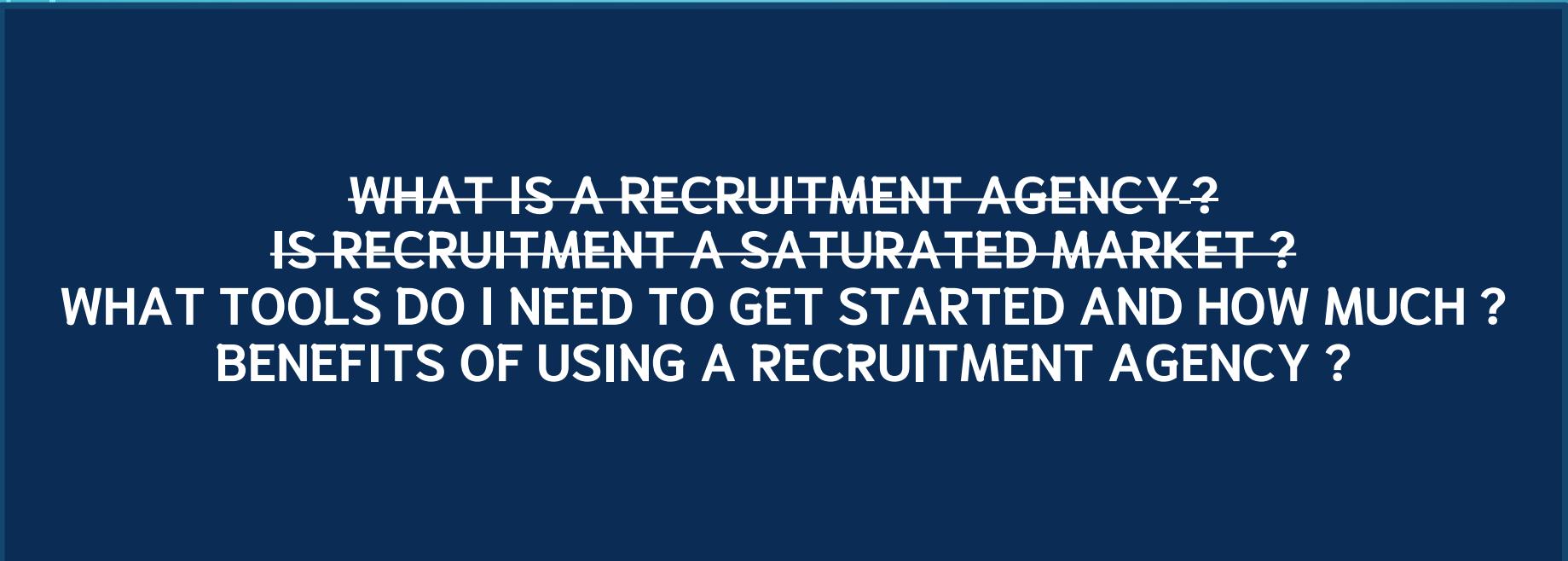
IS RECRUITMENT A SATURATED MARKET  
**£33.9 BILLION (82%) TEMP**



IS RECRUITMENT A SATURATED MARKET  
**£7.4 BILLION (18%) PERM**



IS RECRUITMENT A SATURATED MARKET  
**US MARKET VALUE \$201.7 BILLION**



**WHAT IS A RECRUITMENT AGENCY ?  
IS RECRUITMENT A SATURATED MARKET ?  
WHAT TOOLS DO I NEED TO GET STARTED AND HOW MUCH ?  
BENEFITS OF USING A RECRUITMENT AGENCY ?**



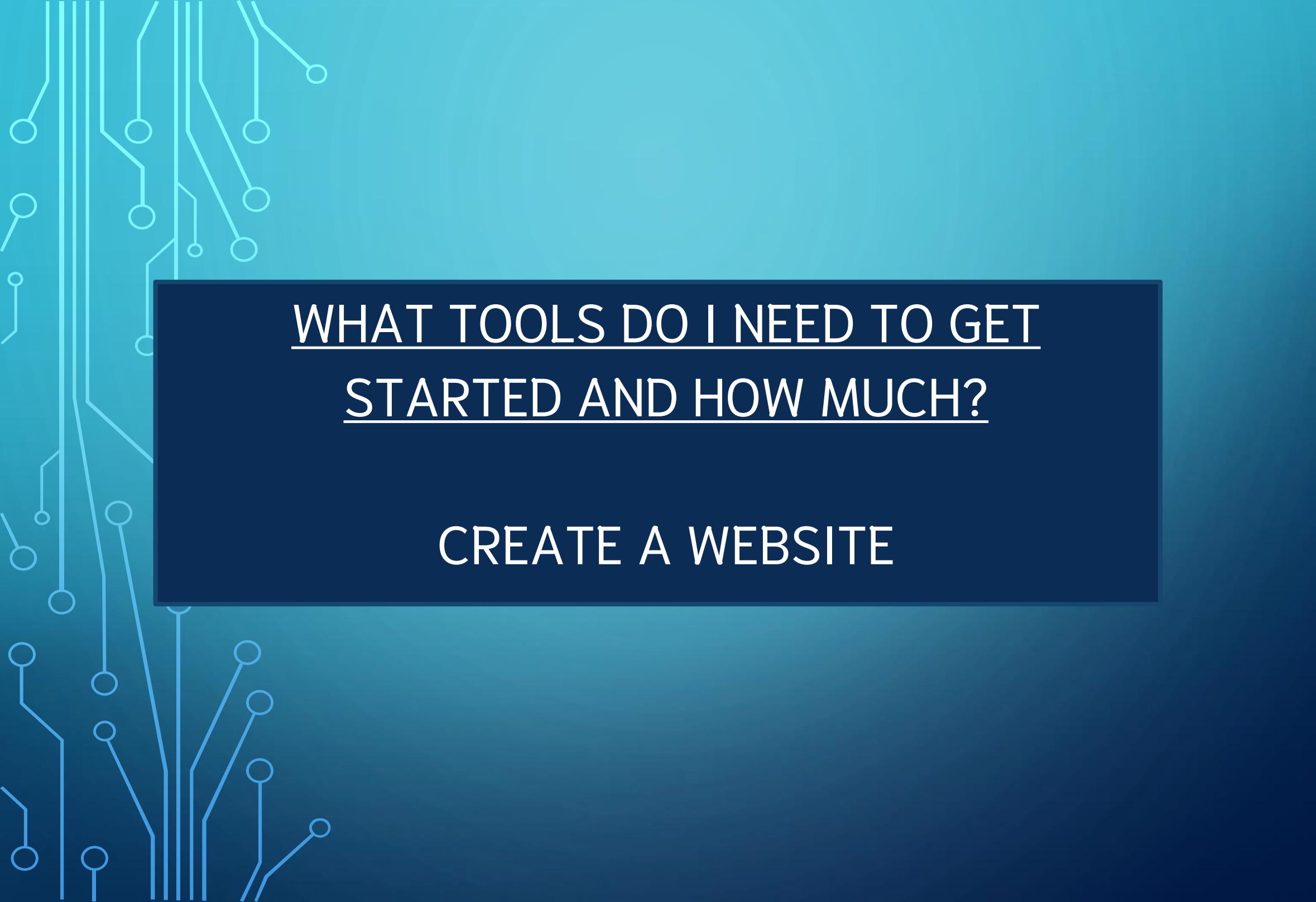
WHAT TOOLS DO I NEED TO GET  
STARTED AND HOW MUCH?

REGISTER THE COMPANY



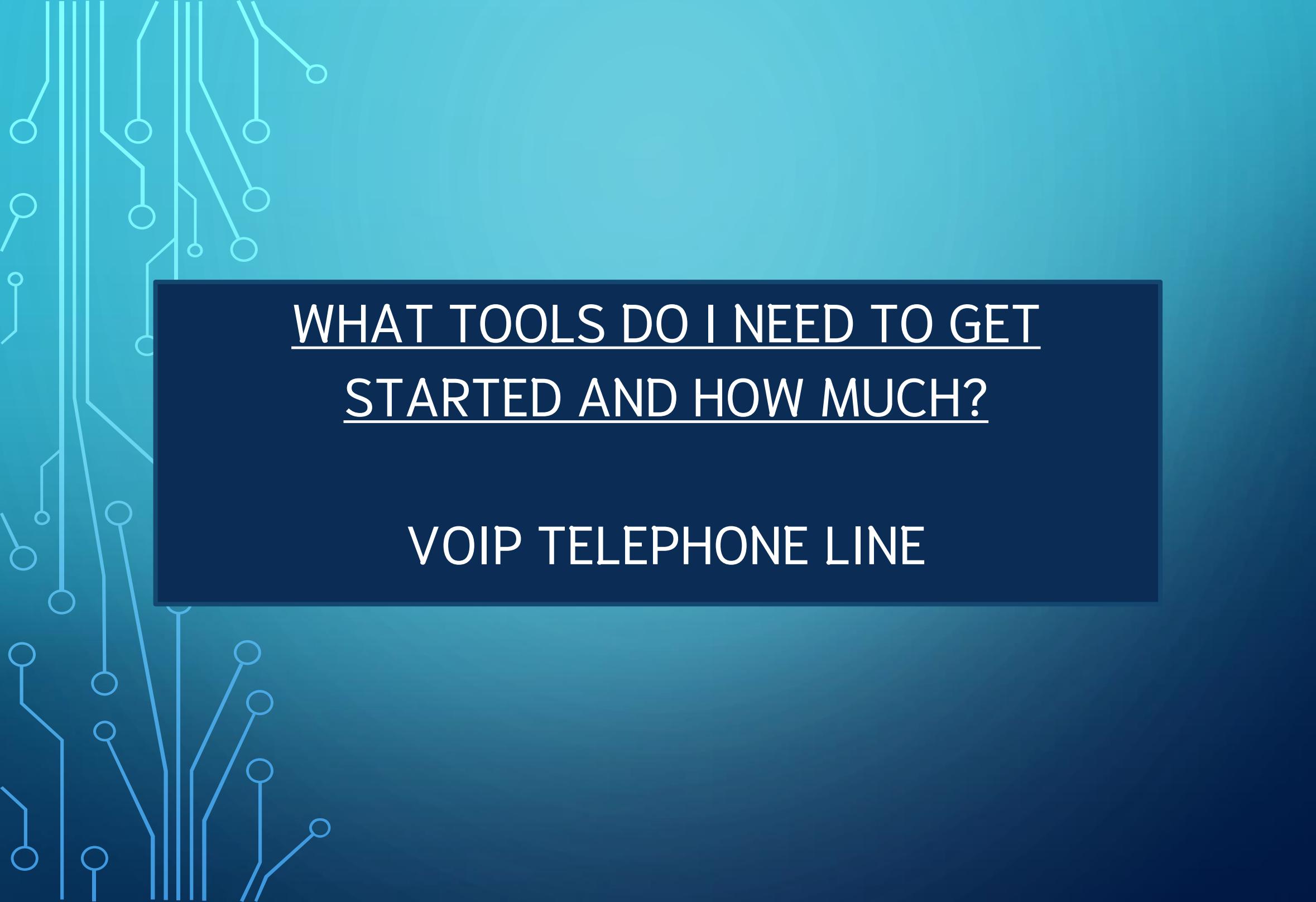
WHAT TOOLS DO I NEED TO GET  
STARTED AND HOW MUCH?

BUY A DOMAIN



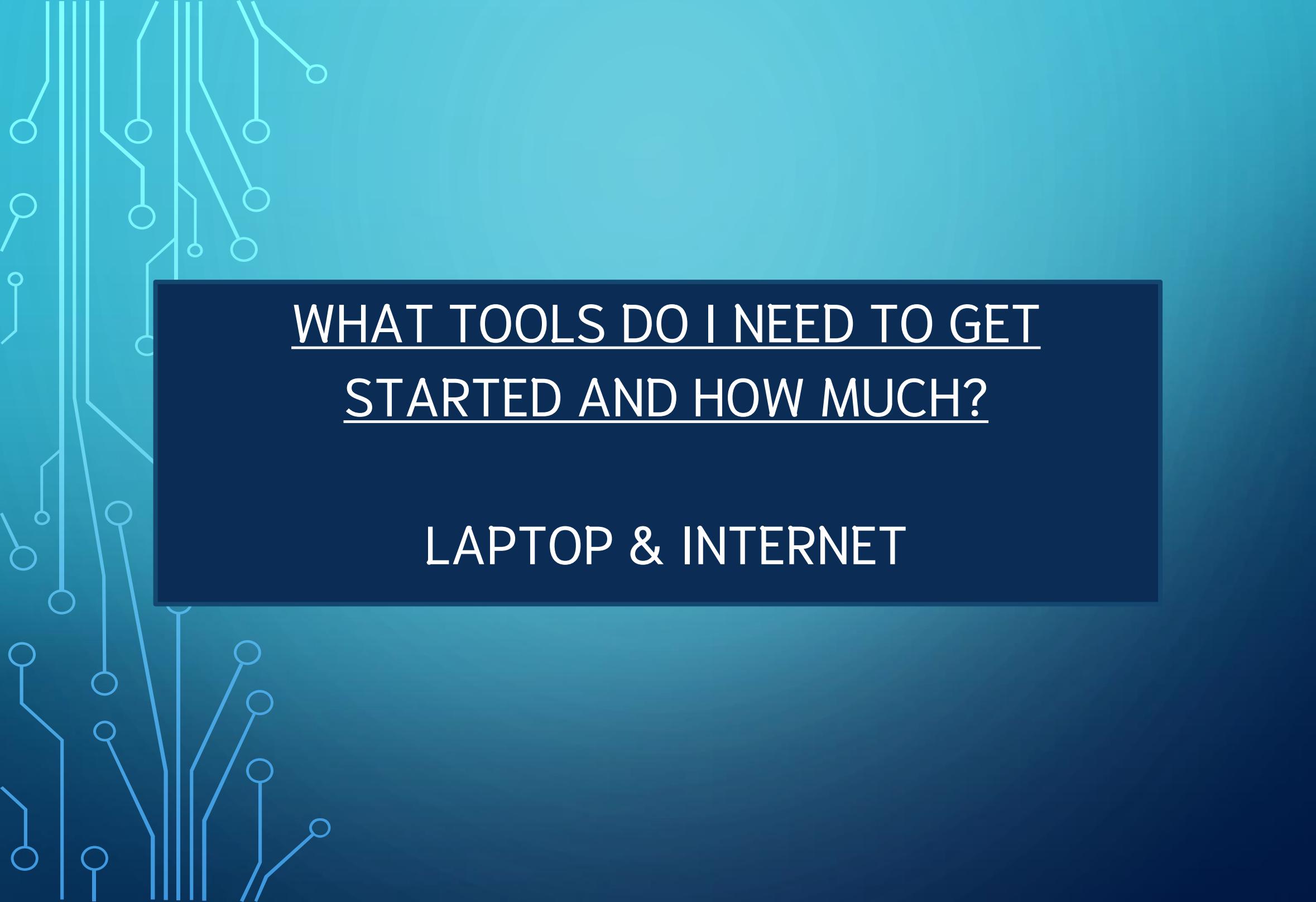
WHAT TOOLS DO I NEED TO GET  
STARTED AND HOW MUCH?

CREATE A WEBSITE

A faint, light blue circuit board pattern serves as the background for the entire slide.

WHAT TOOLS DO I NEED TO GET  
STARTED AND HOW MUCH?

VOIP TELEPHONE LINE

A faint, light blue circuit board pattern serves as the background for the entire slide.

WHAT TOOLS DO I NEED TO GET  
STARTED AND HOW MUCH?

LAPTOP & INTERNET



**WHAT IS A RECRUITMENT AGENCY ?  
IS RECRUITMENT A SATURATED MARKET ?  
WHAT TOOLS DO I NEED TO GET STARTED AND HOW MUCH ?  
BENEFITS OF USING A RECRUITMENT AGENCY ?**

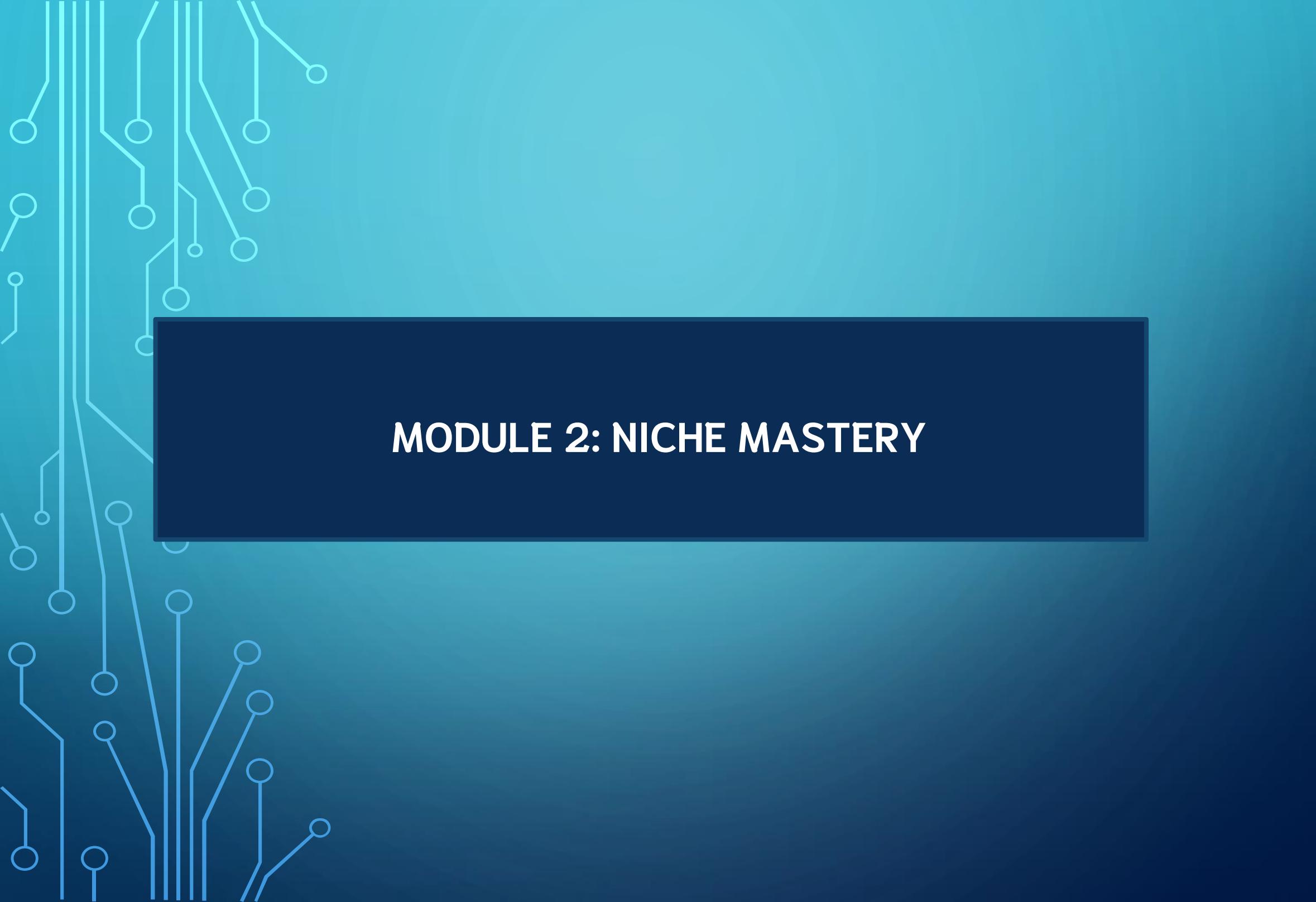


## BENEFITS OF USING A RECRUITMENT AGENCY

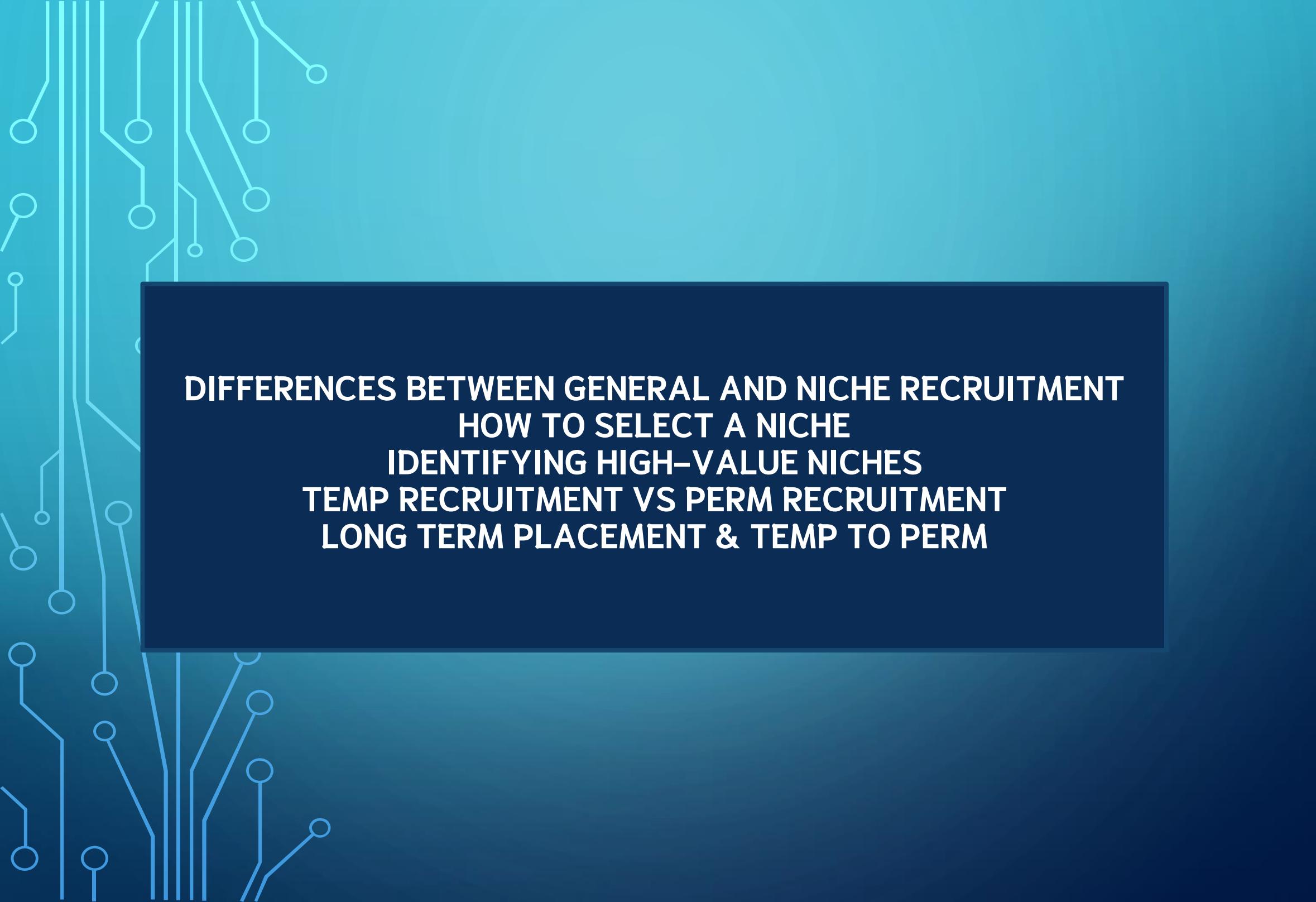
### EXTENSIVE CANDIDATE DATABASES

# BENEFITS OF USING A RECRUITMENT AGENCY

## INCLUDING PASSIVE CANDIDATES DEEP MARKET KNOWLEDGE AND INDUSTRY- SPECIFIC NETWORK



## MODULE 2: NICHE MASTERY



**DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT**  
**HOW TO SELECT A NICHE**  
**IDENTIFYING HIGH-VALUE NICHES**  
**TEMP RECRUITMENT VS PERM RECRUITMENT**  
**LONG TERM PLACEMENT & TEMP TO PERM**

## DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT

**GENERAL RECRUITMENT – LARGER  
CANDIDATE POOL VS HIGH VOLUME OF  
UNQUALIFIED APPLICANTS**

## DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT

**GENERAL RECRUITMENT – FASTER  
HIRING PROCESS VS TIME-CONSUMING  
SCREENING PROCESS**

# DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT

## **GENERAL RECRUITMENT- COST EFFECT FOR HIGH VOLUME HIRING VS POTENTIAL MISMATCH IN SKILL SETS**

## DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT

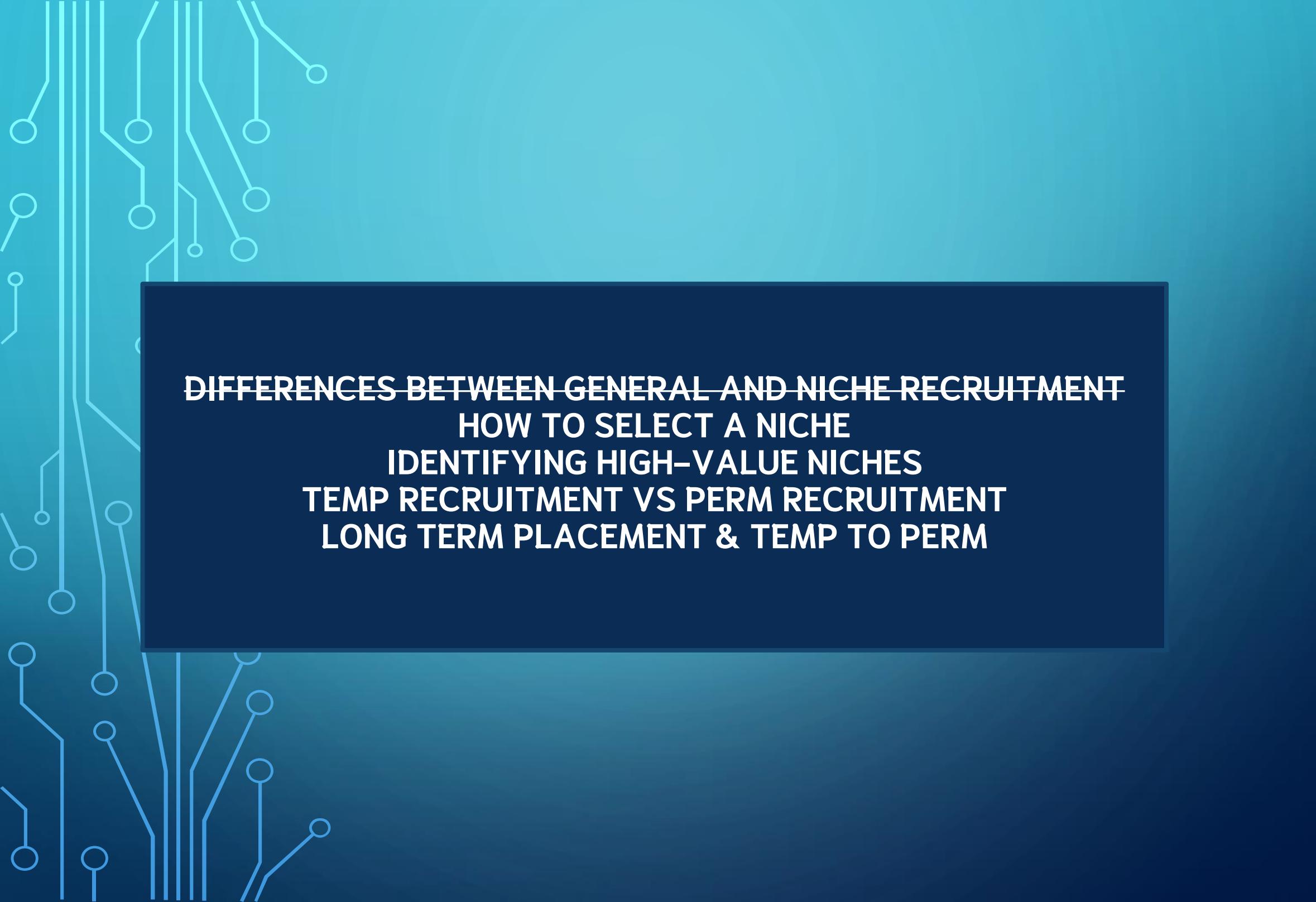
### **NICHE RECRUITMENT – HIGHLY QUALIFIED CANDIDATE VS SMALLER CANDIDATE POOL**

## DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT

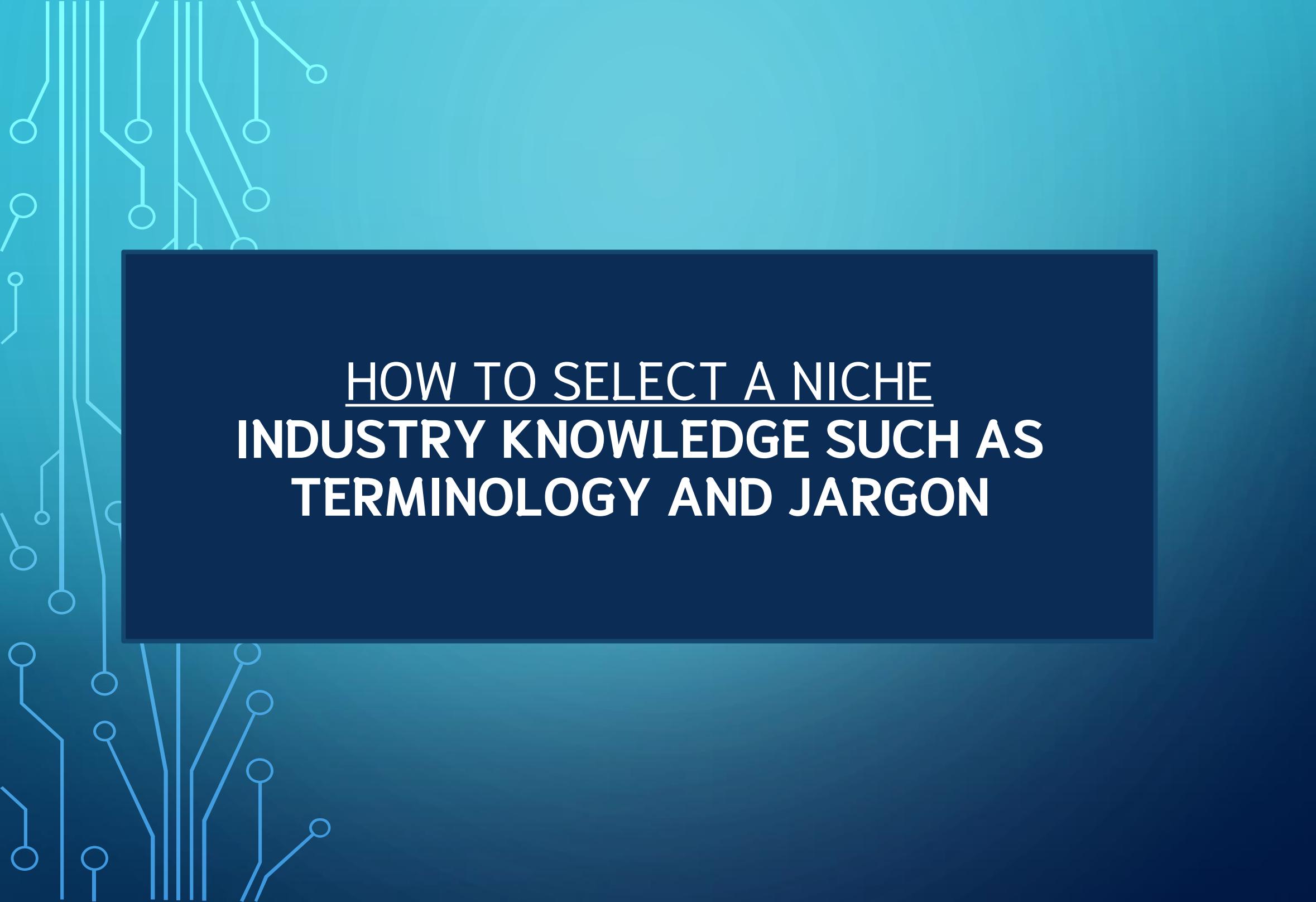
### **NICHE RECRUITMENT – BETTER SKILL AND CULTURAL FIT VS LONGER TIME TO HIRE**

## DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT

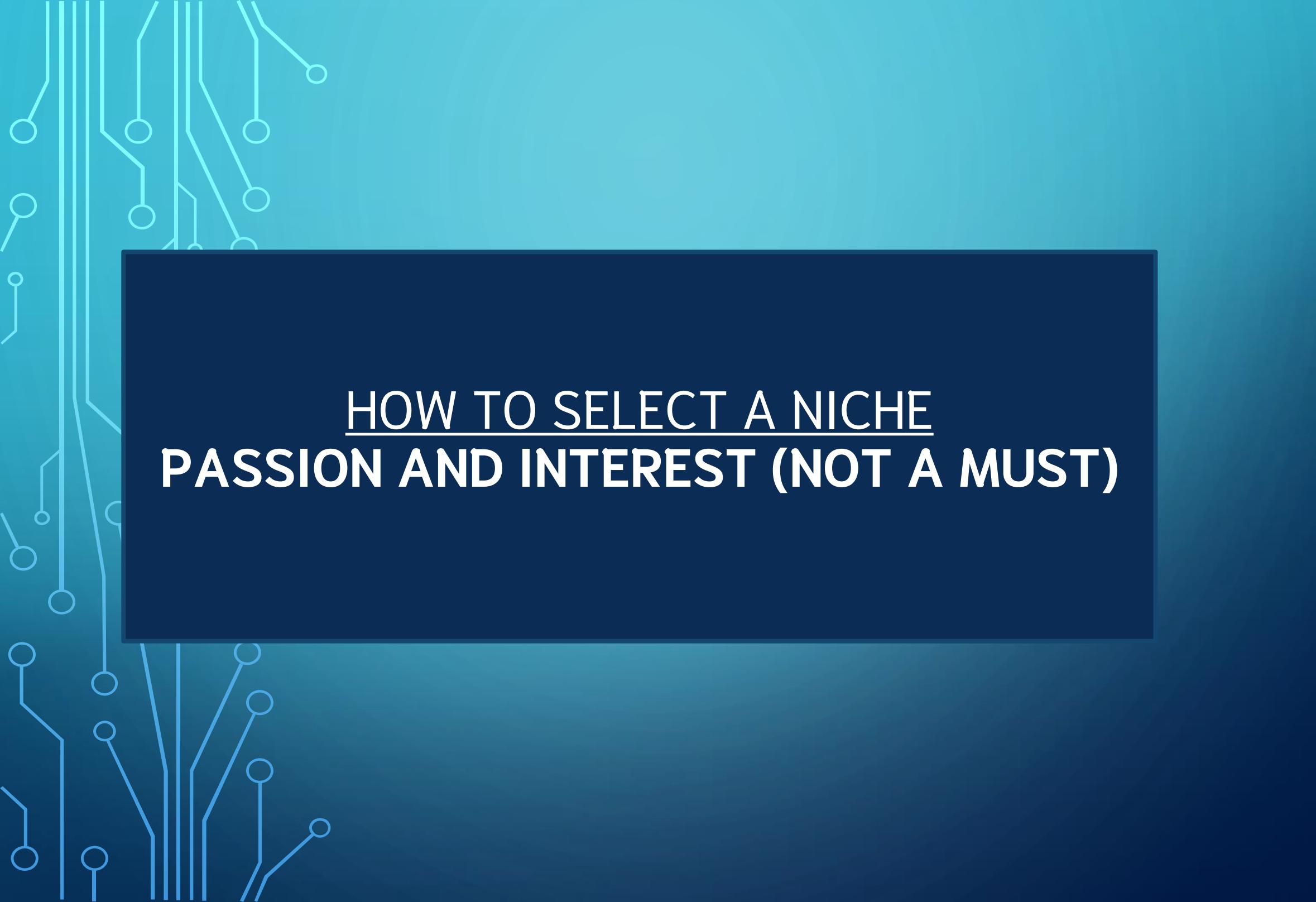
### **NICHE RECRUITMENT – STRONGER INDUSTRY REPUTATION VS HIGHER RECRUITMENT COSTS**



**DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT**  
**HOW TO SELECT A NICHE**  
**IDENTIFYING HIGH-VALUE NICHES**  
**TEMP RECRUITMENT VS PERM RECRUITMENT**  
**LONG TERM PLACEMENT & TEMP TO PERM**



# HOW TO SELECT A NICHE INDUSTRY KNOWLEDGE SUCH AS TERMINOLOGY AND JARGON



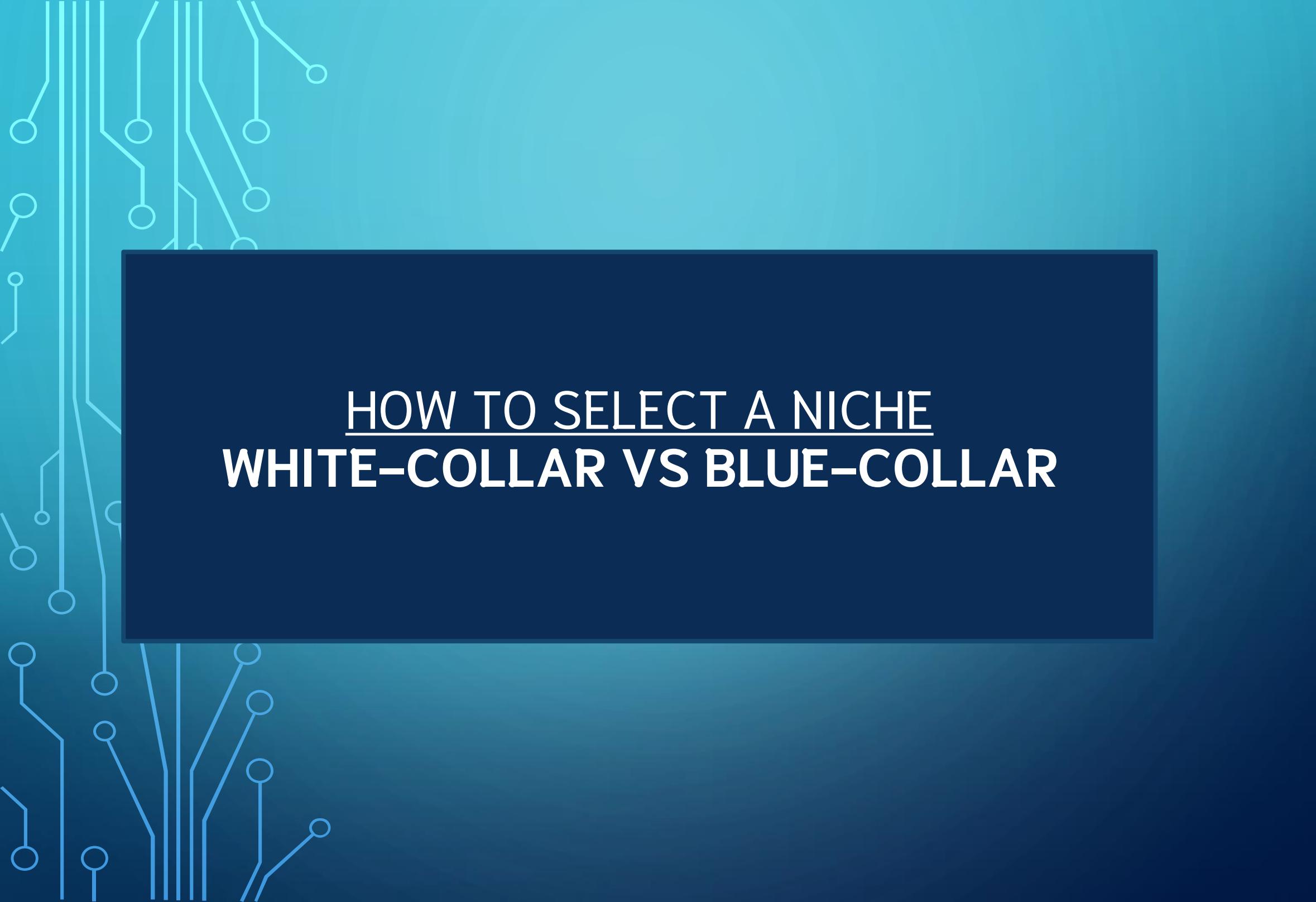
# HOW TO SELECT A NICHE PASSION AND INTEREST (NOT A MUST)



# HOW TO SELECT A NICHE IDENTIFYING YOUR TARGET AUDIENCE.

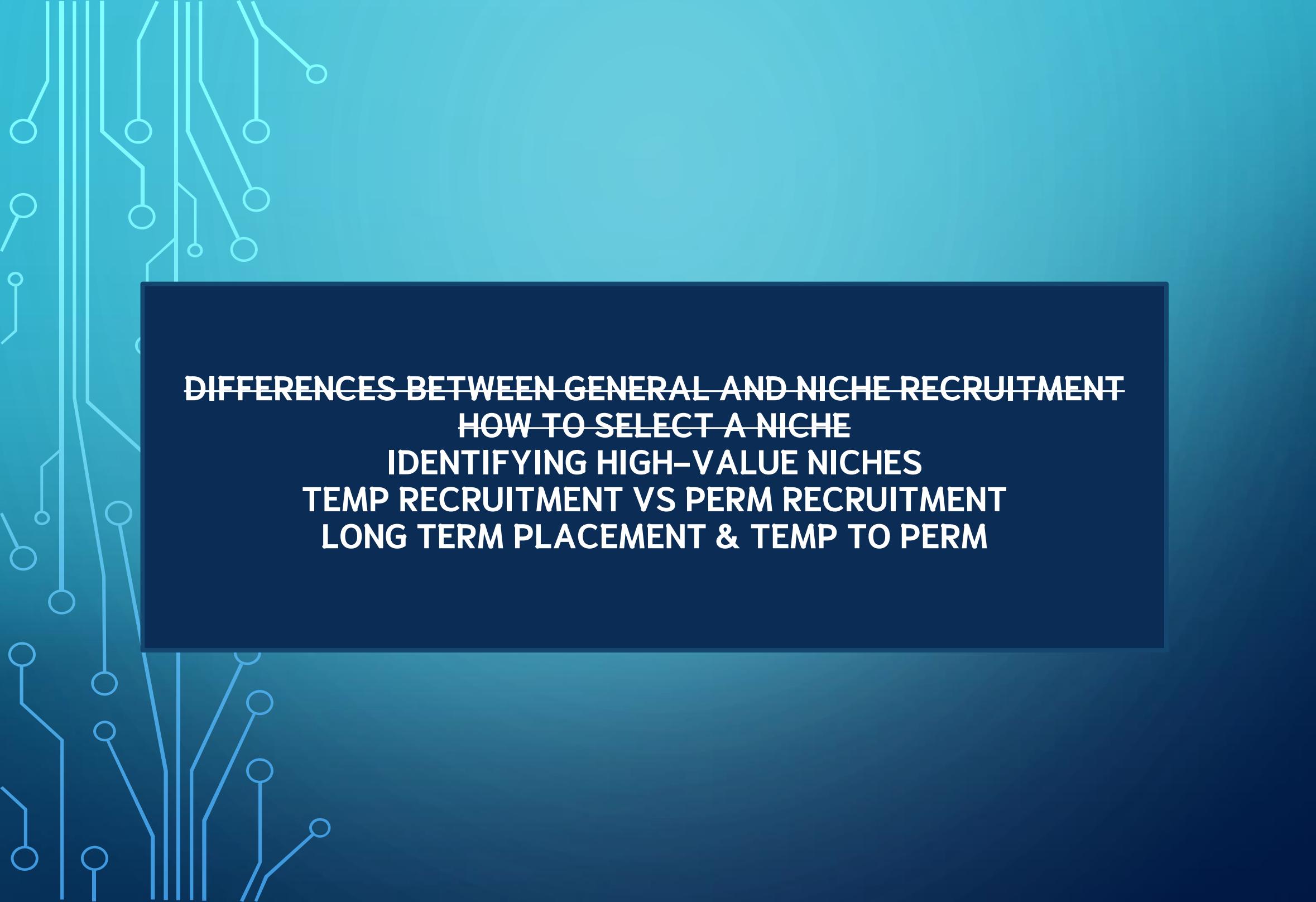


# HOW TO SELECT A NICHE PROFITABILITY – FEE STRUCTURE, CLIENT BUDGET ETC.



# HOW TO SELECT A NICHE

## WHITE-COLLAR VS BLUE-COLLAR



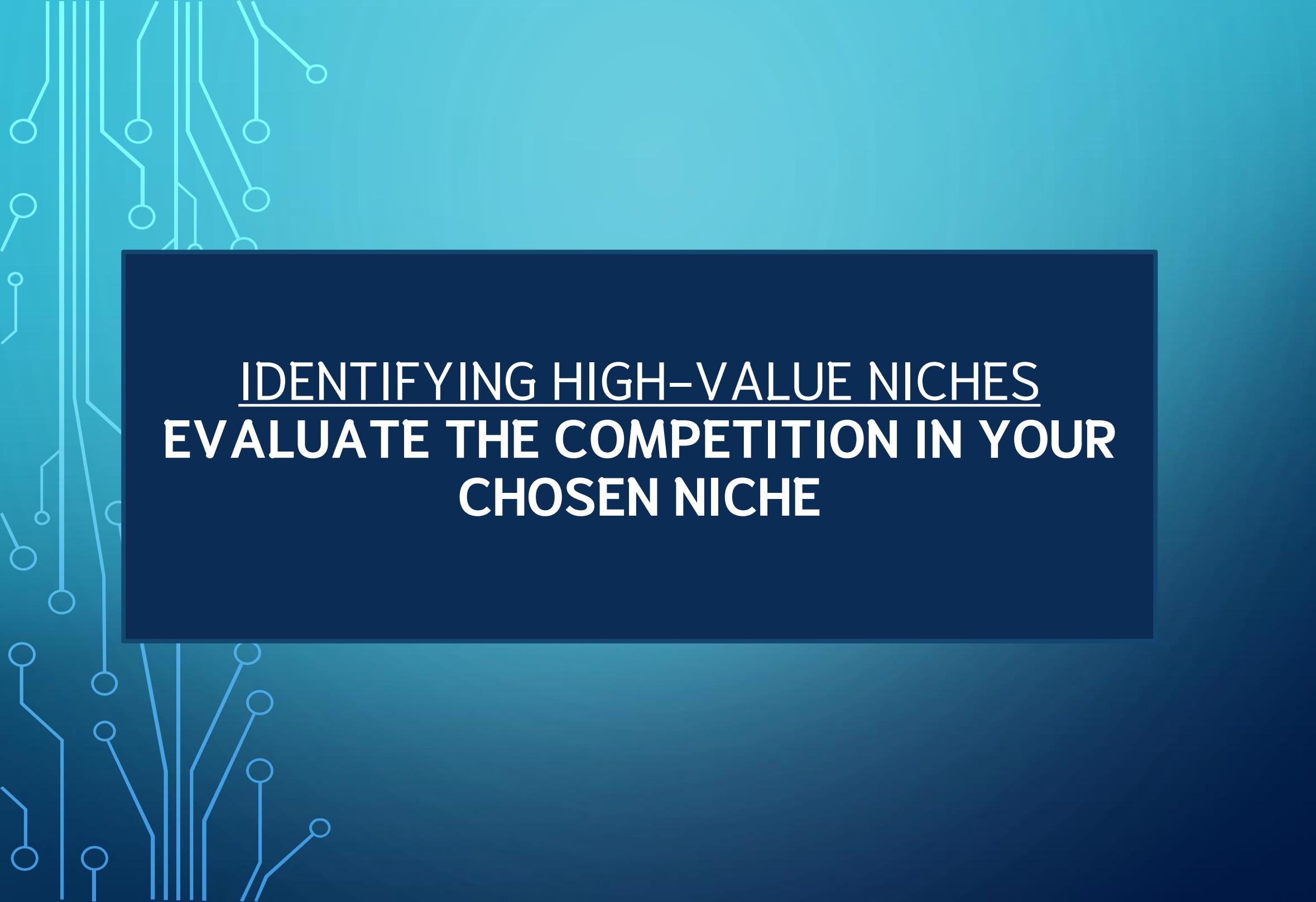
**DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT**  
**HOW TO SELECT A NICHE**  
**IDENTIFYING HIGH-VALUE NICHES**  
**TEMP RECRUITMENT VS PERM RECRUITMENT**  
**LONG TERM PLACEMENT & TEMP TO PERM**

IDENTIFYING HIGH-VALUE NICHES  
INDUSTRY GROWTH – LOOK FOR  
INDUSTRIES THAT ARE GROWING AND  
HAVE HIGH DEMAND FOR TALENT

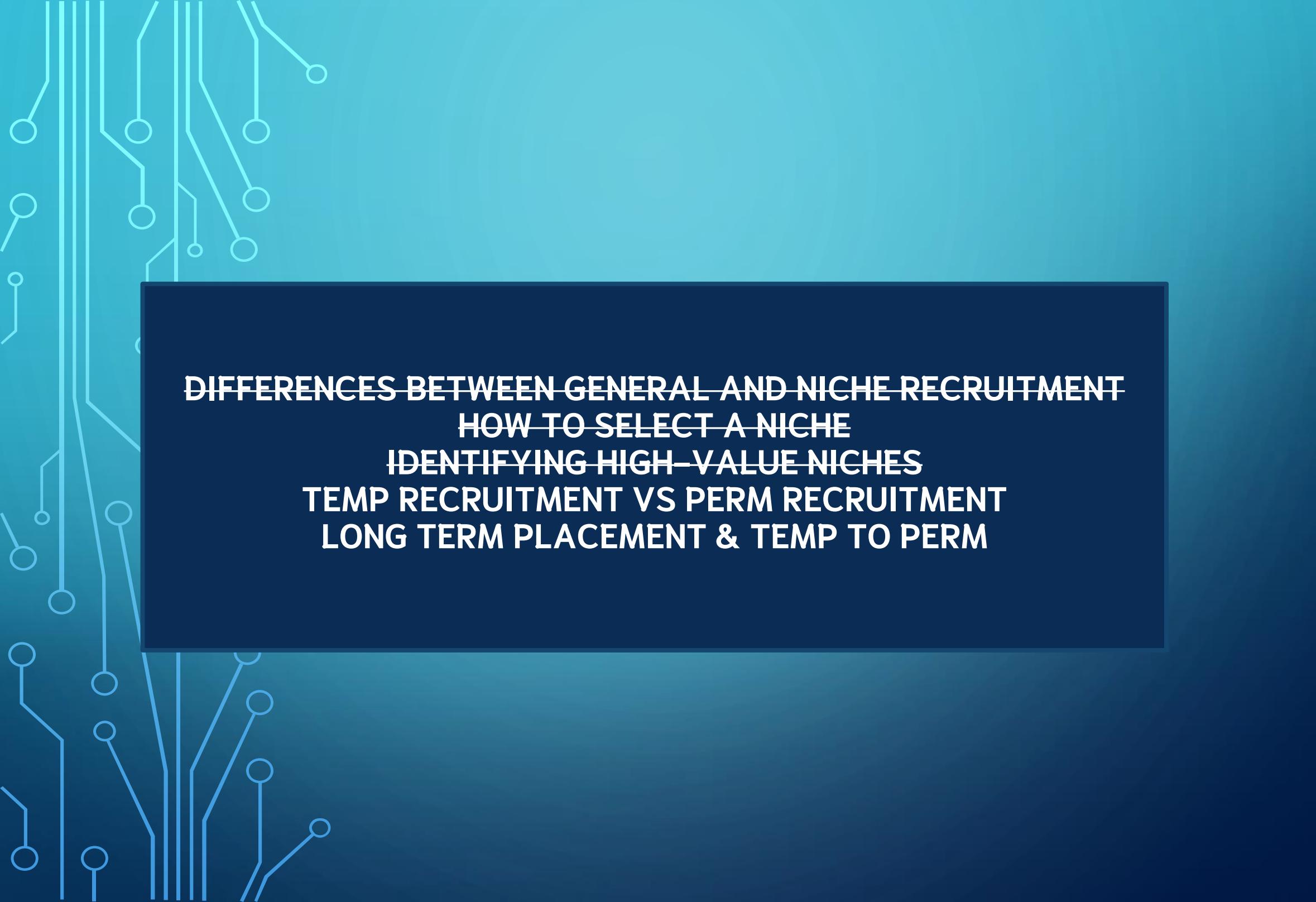


# IDENTIFYING HIGH-VALUE NICHES

## INDUSTRY MARKET SIZE – HOW MUCH DO THEY CONTRIBUTE TO THE RECRUITMENT MARKET



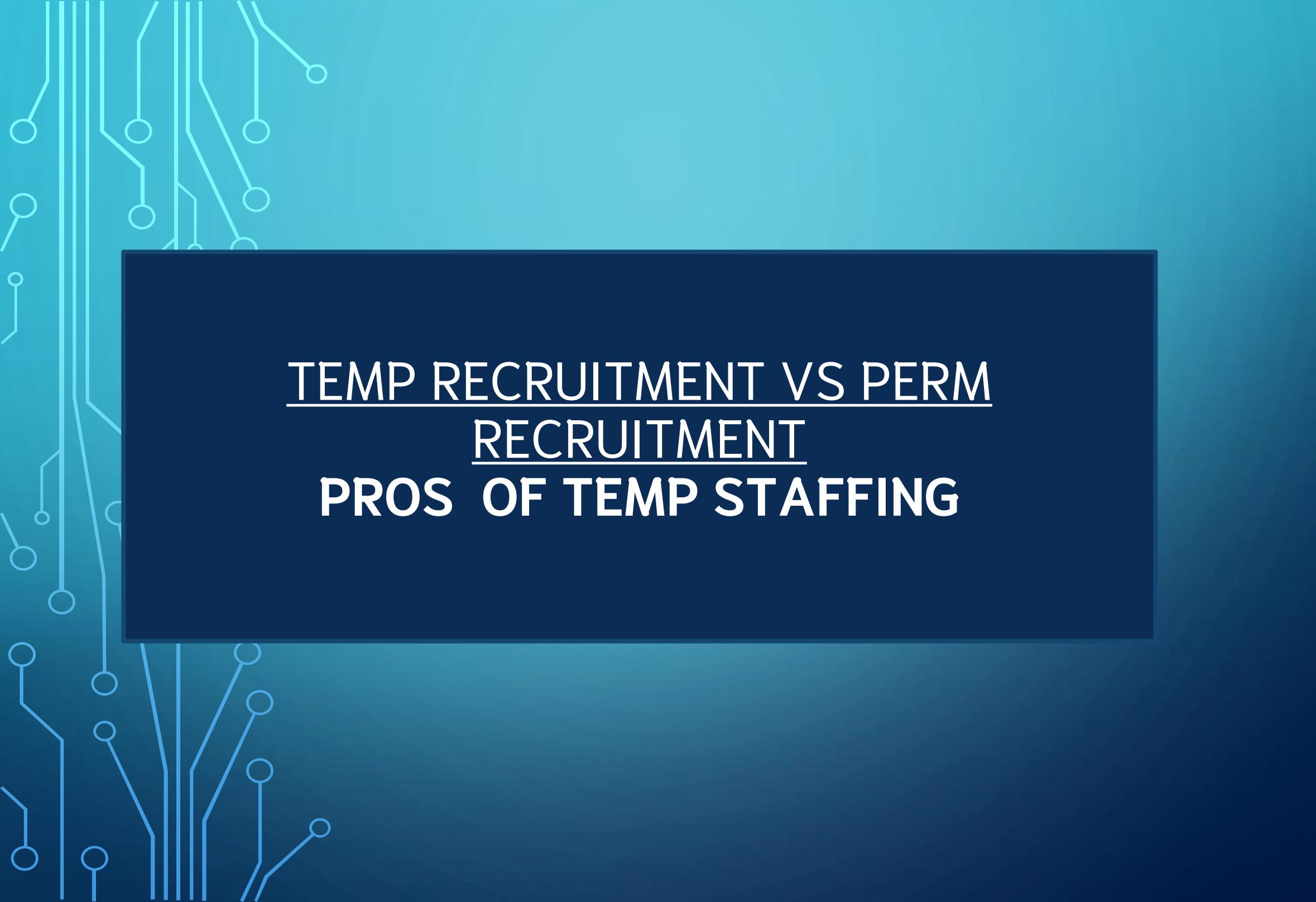
IDENTIFYING HIGH-VALUE NICHES  
**EVALUATE THE COMPETITION IN YOUR  
CHOSEN NICHE**



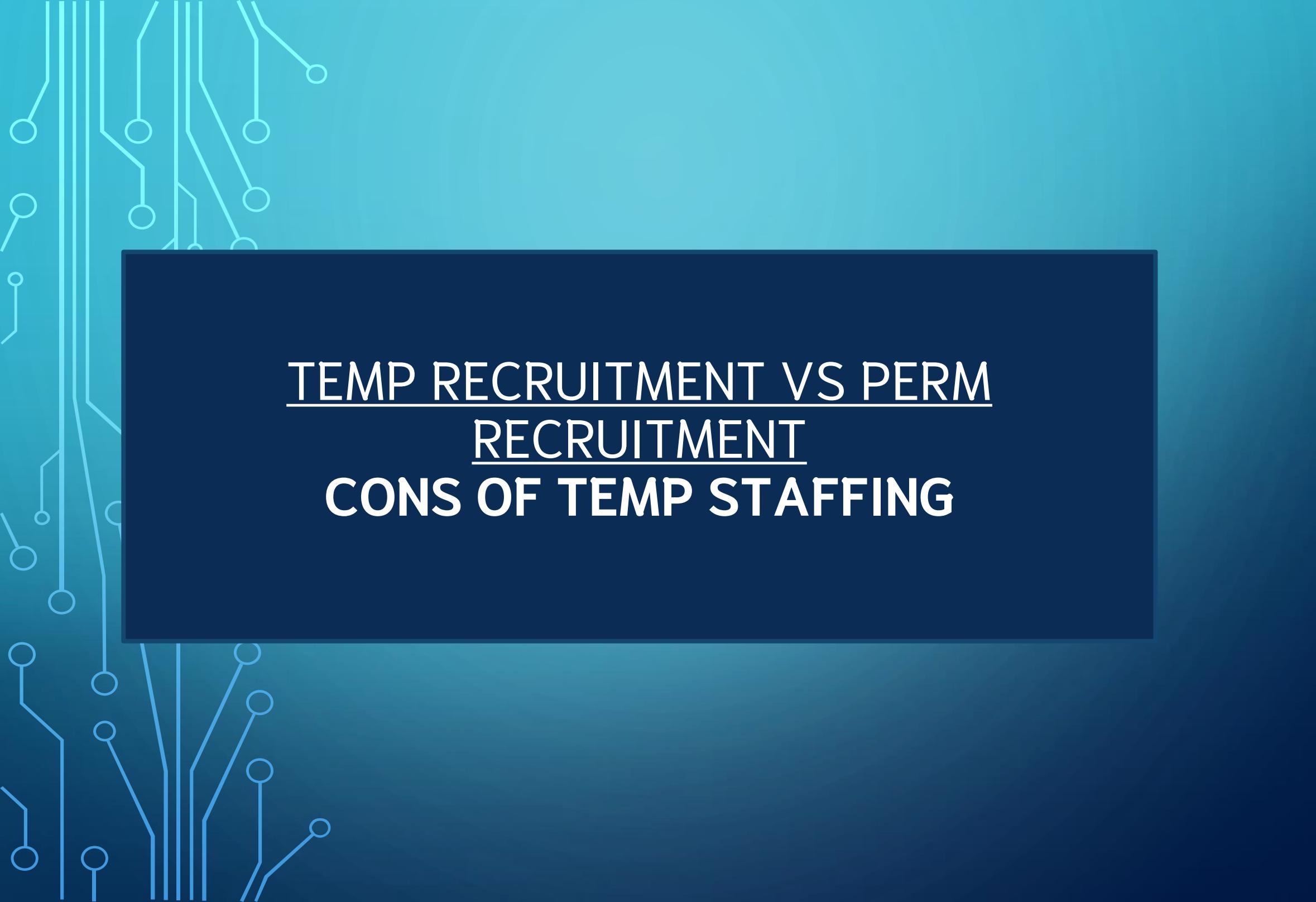
**DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT**  
**HOW TO SELECT A NICHE**  
**IDENTIFYING HIGH VALUE NICHES**  
**TEMP RECRUITMENT VS PERM RECRUITMENT**  
**LONG TERM PLACEMENT & TEMP TO PERM**

# TEMP RECRUITMENT VS PERM RECRUITMENT

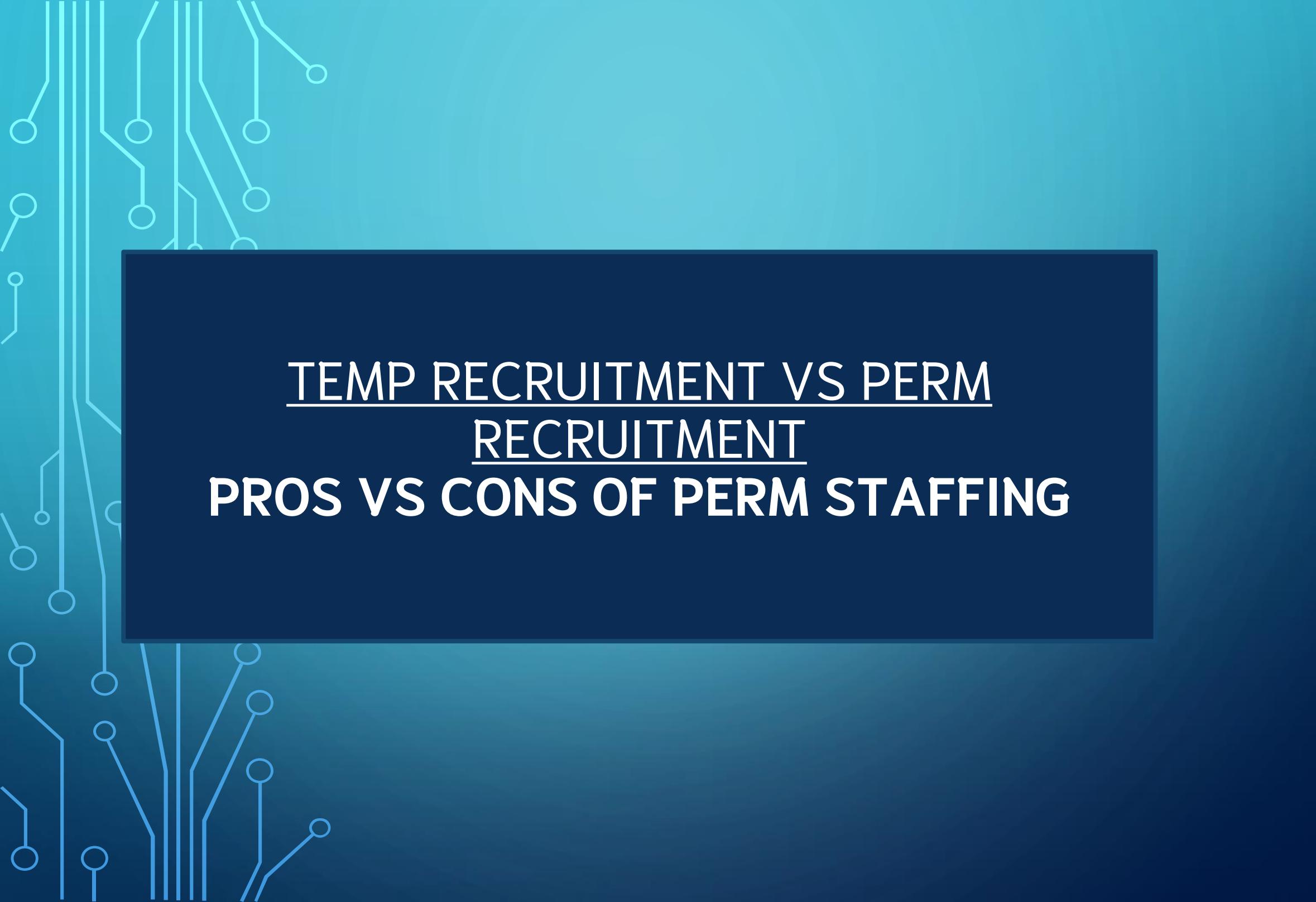
## **DIFFERENCE BETWEEN TEMP AND PERM RECRUITMENT**



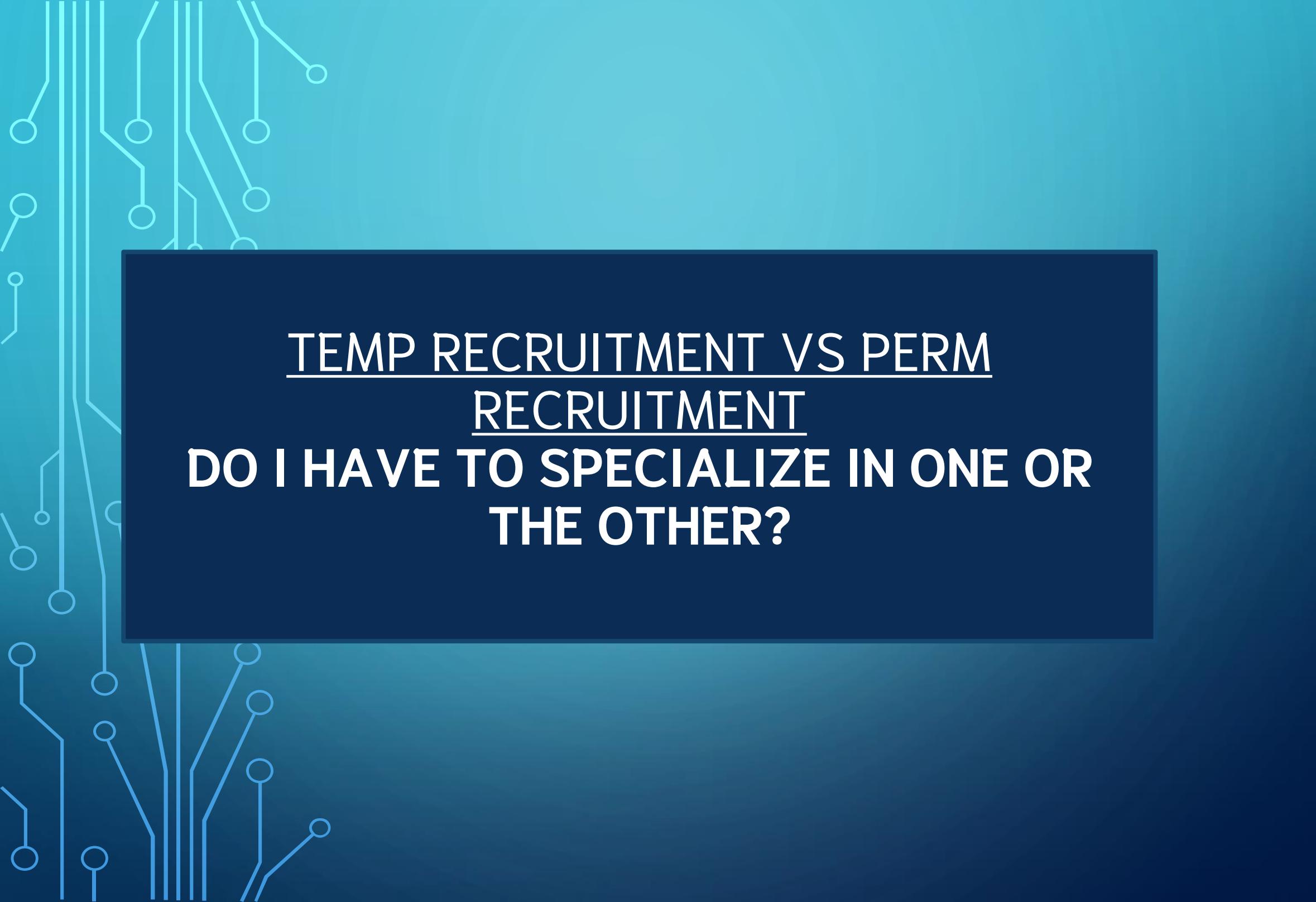
# TEMP RECRUITMENT VS PERM RECRUITMENT PROS OF TEMP STAFFING



# TEMP RECRUITMENT VS PERM RECRUITMENT CONS OF TEMP STAFFING

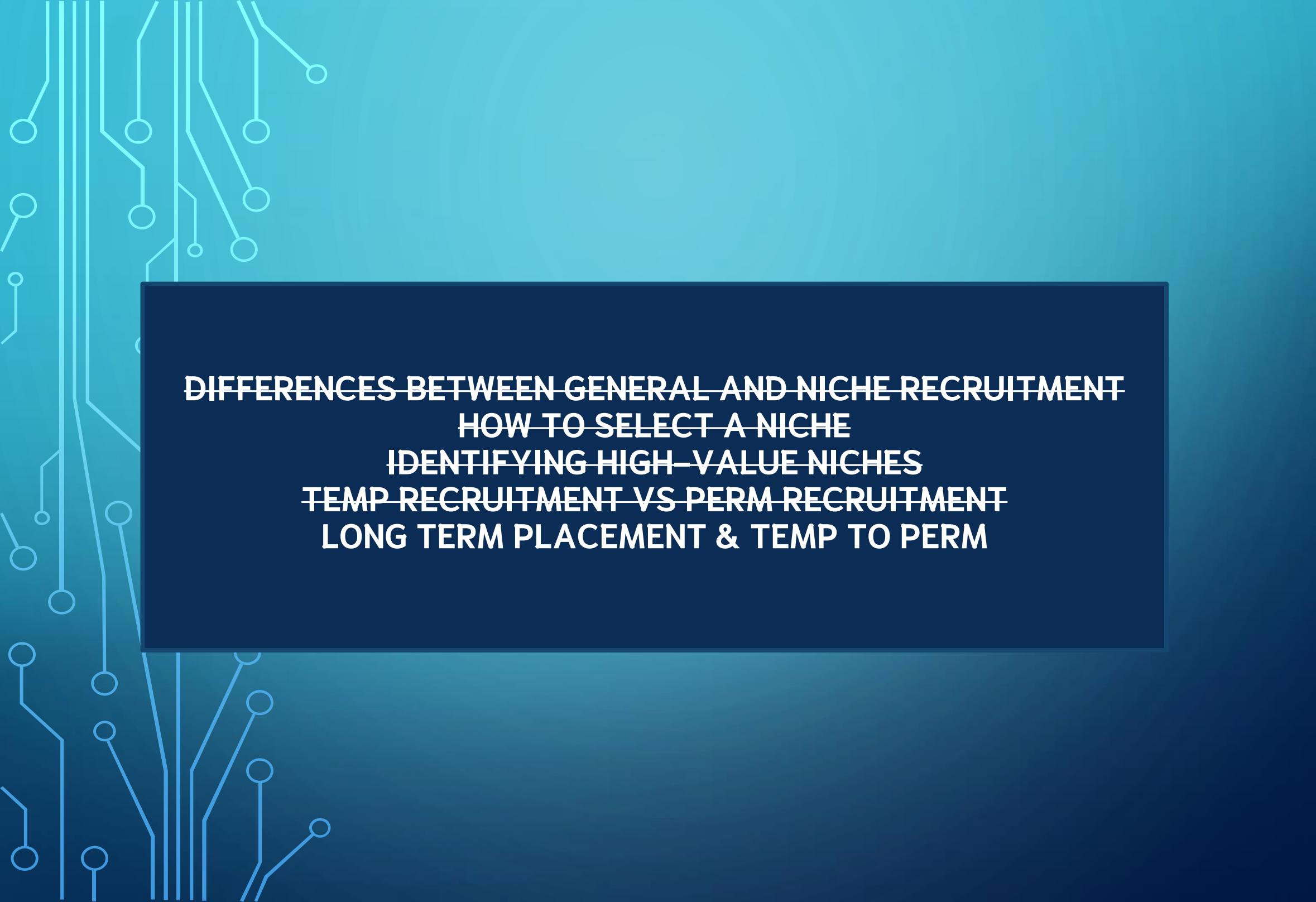


# TEMP RECRUITMENT VS PERM RECRUITMENT PROS VS CONS OF PERM STAFFING



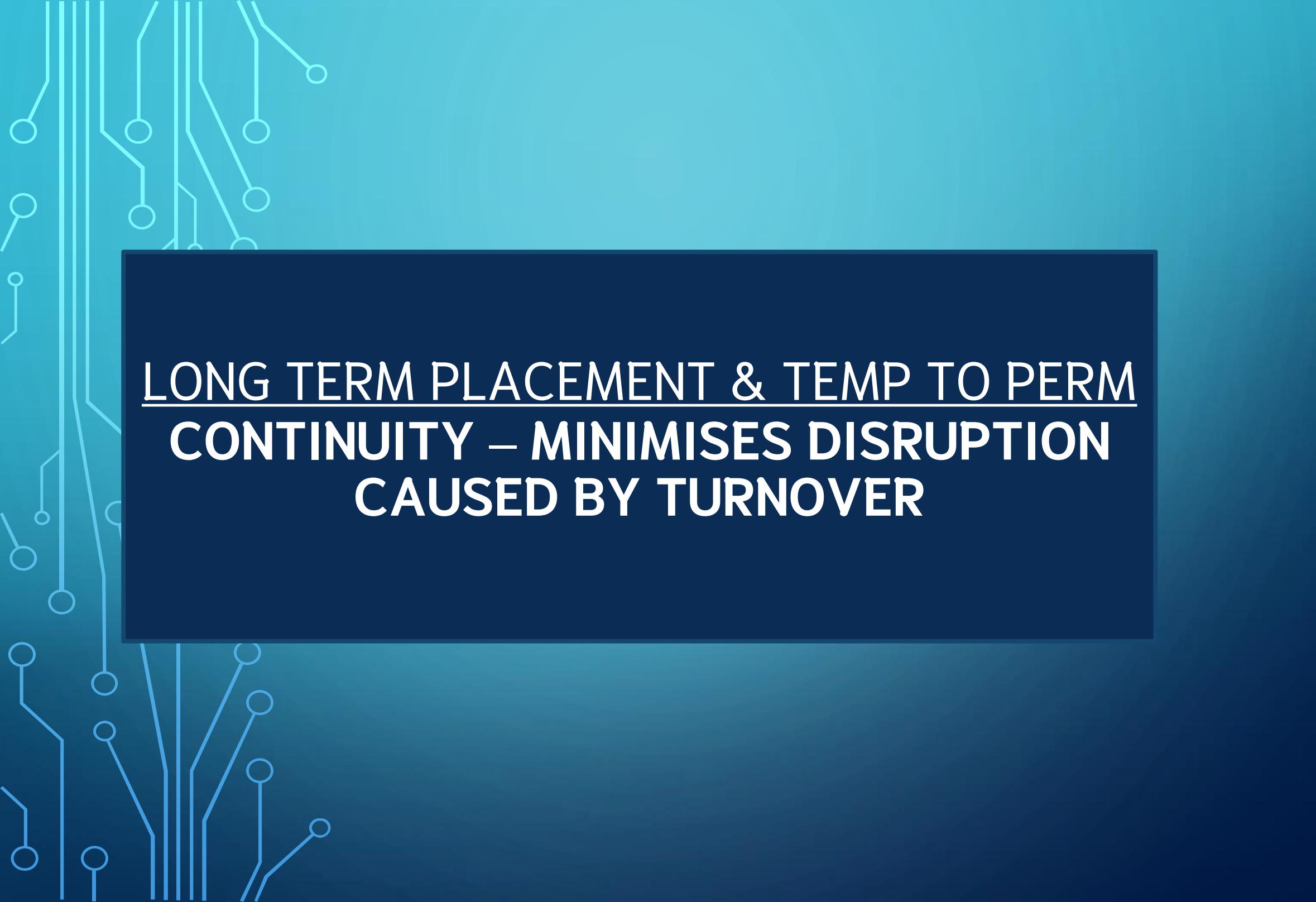
# TEMP RECRUITMENT VS PERM RECRUITMENT

## DO I HAVE TO SPECIALIZE IN ONE OR THE OTHER?



**DIFFERENCES BETWEEN GENERAL AND NICHE RECRUITMENT**  
**HOW TO SELECT A NICHE**  
**IDENTIFYING HIGH VALUE NICHES**  
**TEMP RECRUITMENT VS PERM RECRUITMENT**  
**LONG TERM PLACEMENT & TEMP TO PERM**

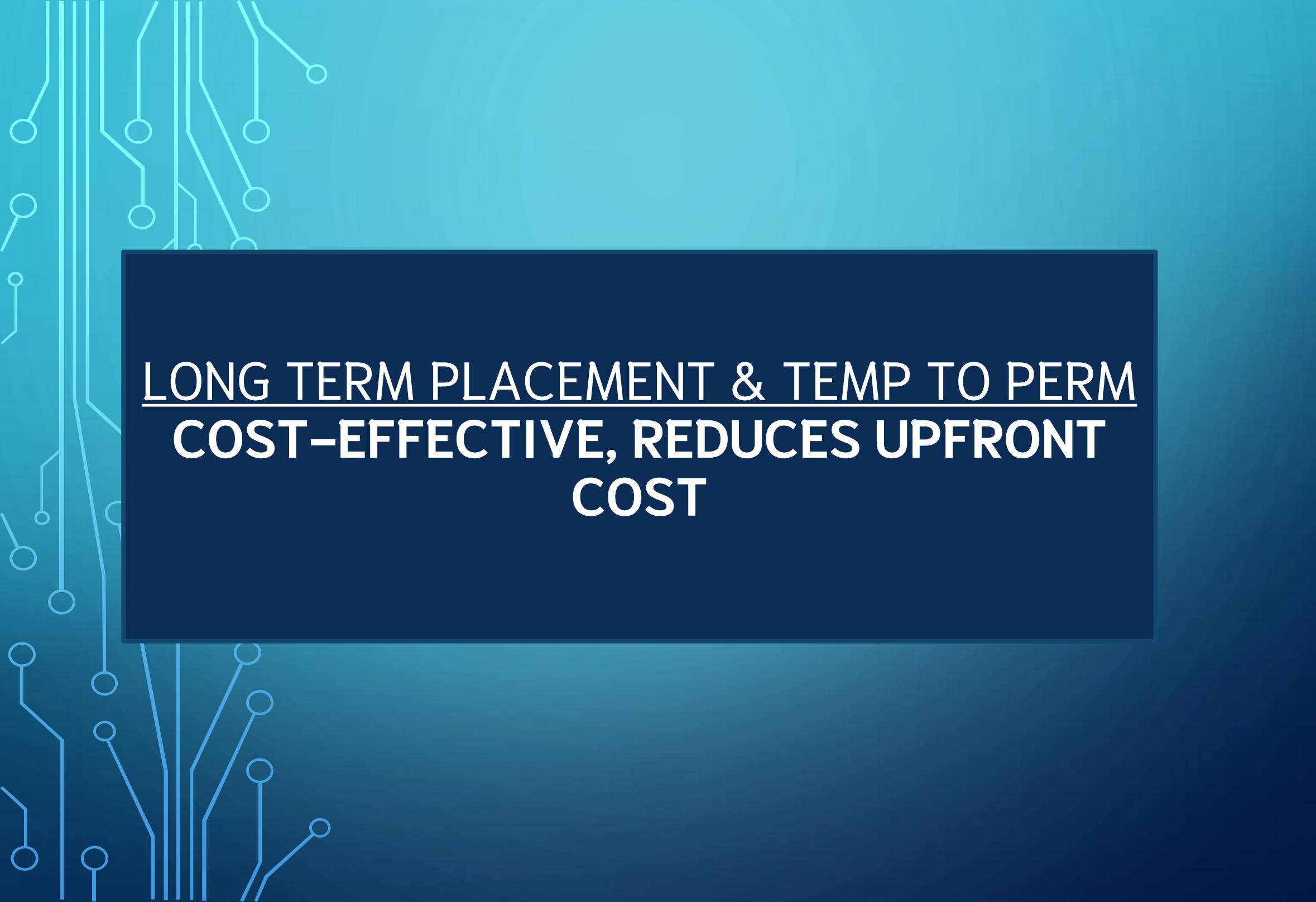
LONG TERM PLACEMENT & TEMP TO PERM  
**LONG TERM PLACEMENT – PROVIDES  
STABILITY AND PREDICTABILITY**



LONG TERM PLACEMENT & TEMP TO PERM  
**CONTINUITY – MINIMISES DISRUPTION  
CAUSED BY TURNOVER**

LONG TERM PLACEMENT & TEMP TO PERM  
**LONG TERM PLACEMENT – HIGHER COST**

LONG TERM PLACEMENT & TEMP TO PERM  
**TEMP TO PERM – TRY BEFORE YOU BUY**



LONG TERM PLACEMENT & TEMP TO PERM  
**COST-EFFECTIVE, REDUCES UPFRONT  
COST**



## MODULE 3: TALENT ACQUISITION



**JOB POSTING AND ADVERTISING  
BUILDING AND MAINTAINING A TALENT POOL  
IMPLEMENTING AND MANAGING AN APPLICANT TRACKING  
SYSTEM (ATS)  
PRE-BOARDING PROCESSES AND DOCUMENTATION  
THINK OUTSIDE THE BOX**



## JOB POSTING AND ADVERTISING

# CREATING AND MANAGING JOB POSTING



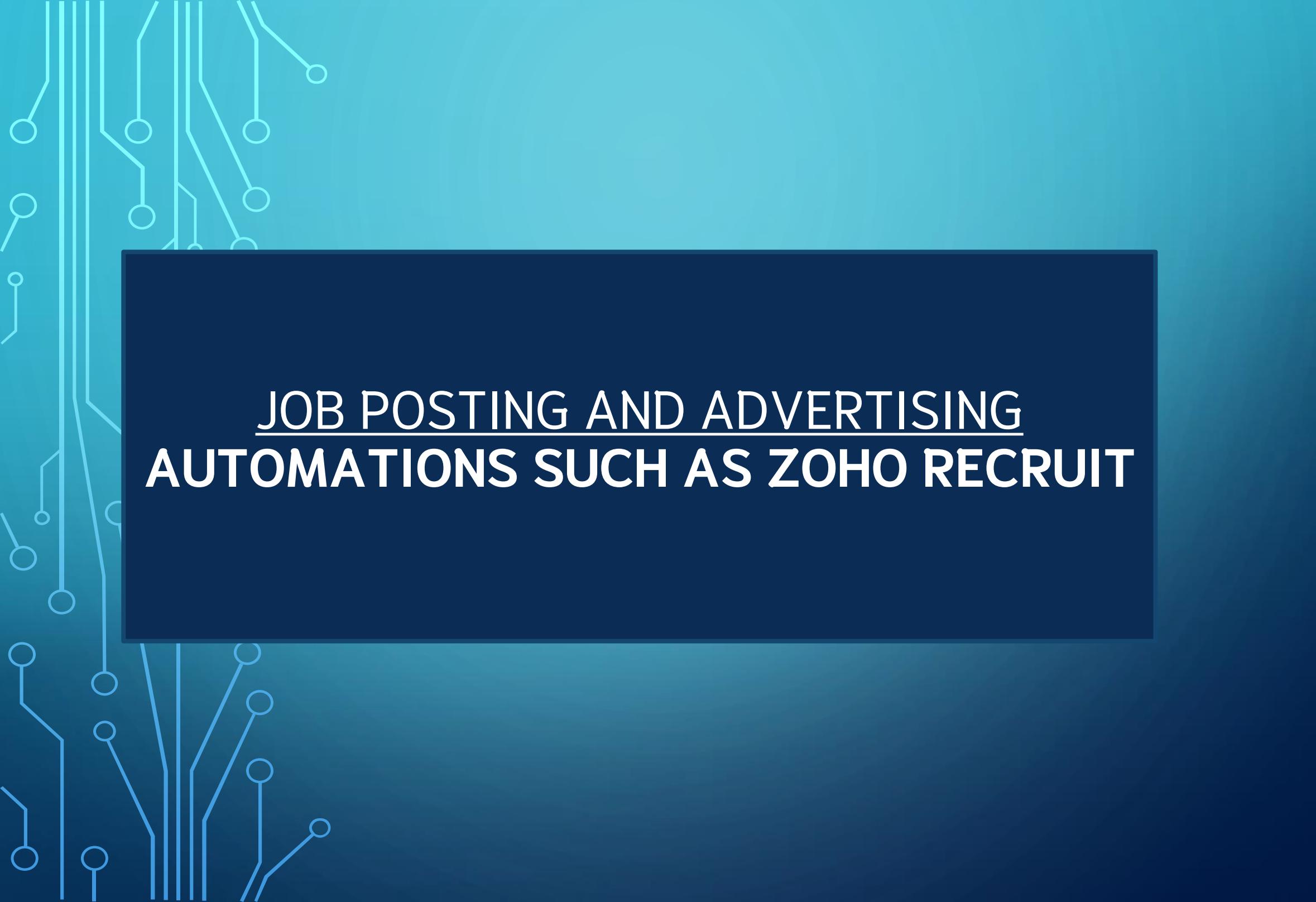
# JOB POSTING AND ADVERTISING WEBSITE APPLICATIONS



## JOB POSTING AND ADVERTISING TARGETING NICHE JOB BOARDS



# JOB POSTING AND ADVERTISING **FINDING CANDIDATES INFO ON LINKEDIN & INDEED**



JOB POSTING AND ADVERTISING  
AUTOMATIONS SUCH AS ZOHO RECRUIT



**JOB POSTING AND ADVERTISING**  
**BUILDING AND MAINTAINING A TALENT POOL**  
**IMPLEMENTING AND MANAGING AN APPLICANT TRACKING**  
**SYSTEM (ATS)**  
**PRE-BOARDING PROCESSES AND DOCUMENTATION**  
**THINK OUTSIDE THE BOX**



# BUILDING AND MAINTAINING A TALENT POOL

## SPECULATIVE AND TARGET MAILSHOTS



# BUILDING AND MAINTAINING A TALENT POOL COLD CALLING

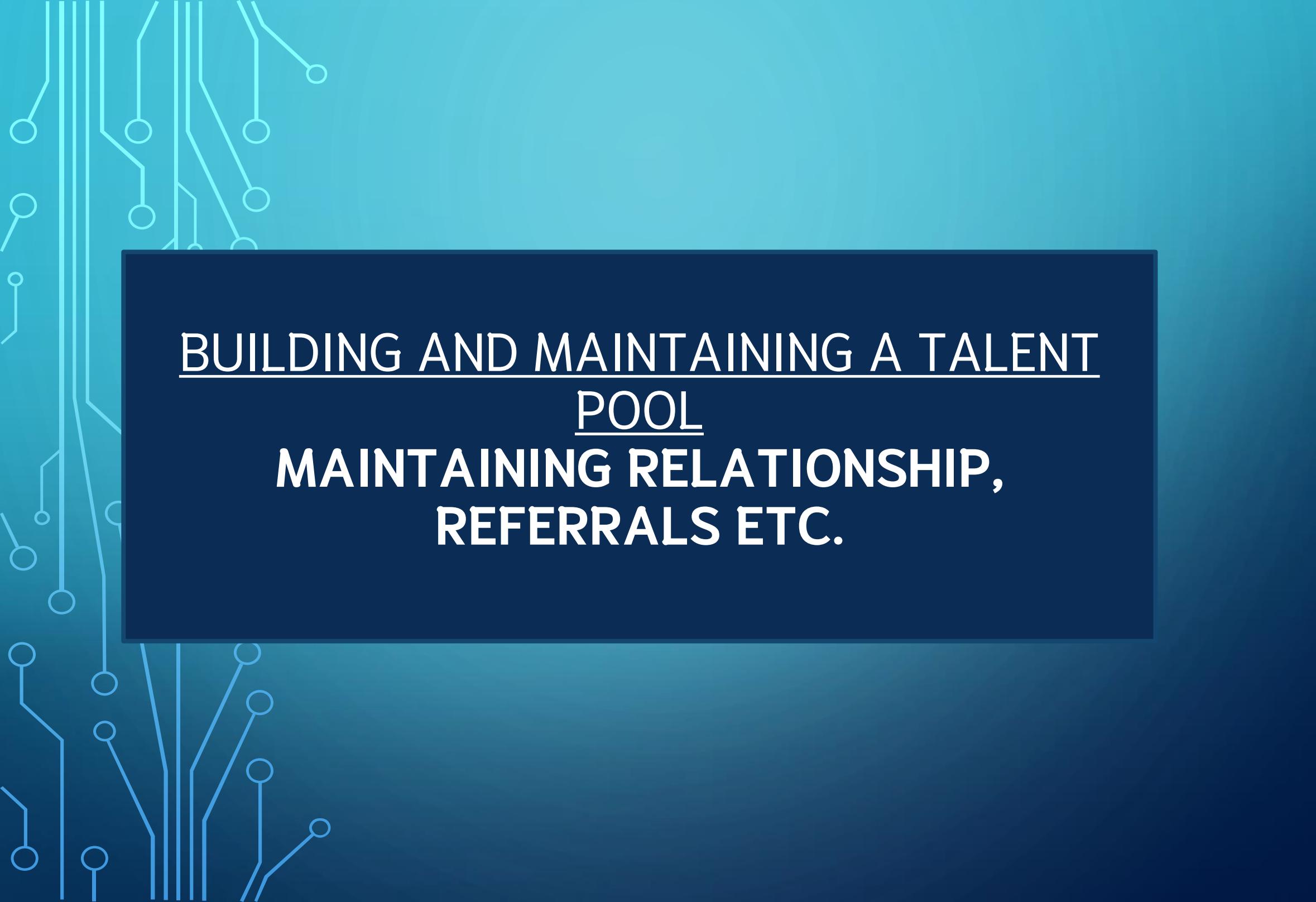


# BUILDING AND MAINTAINING A TALENT POOL HEADHUNTING

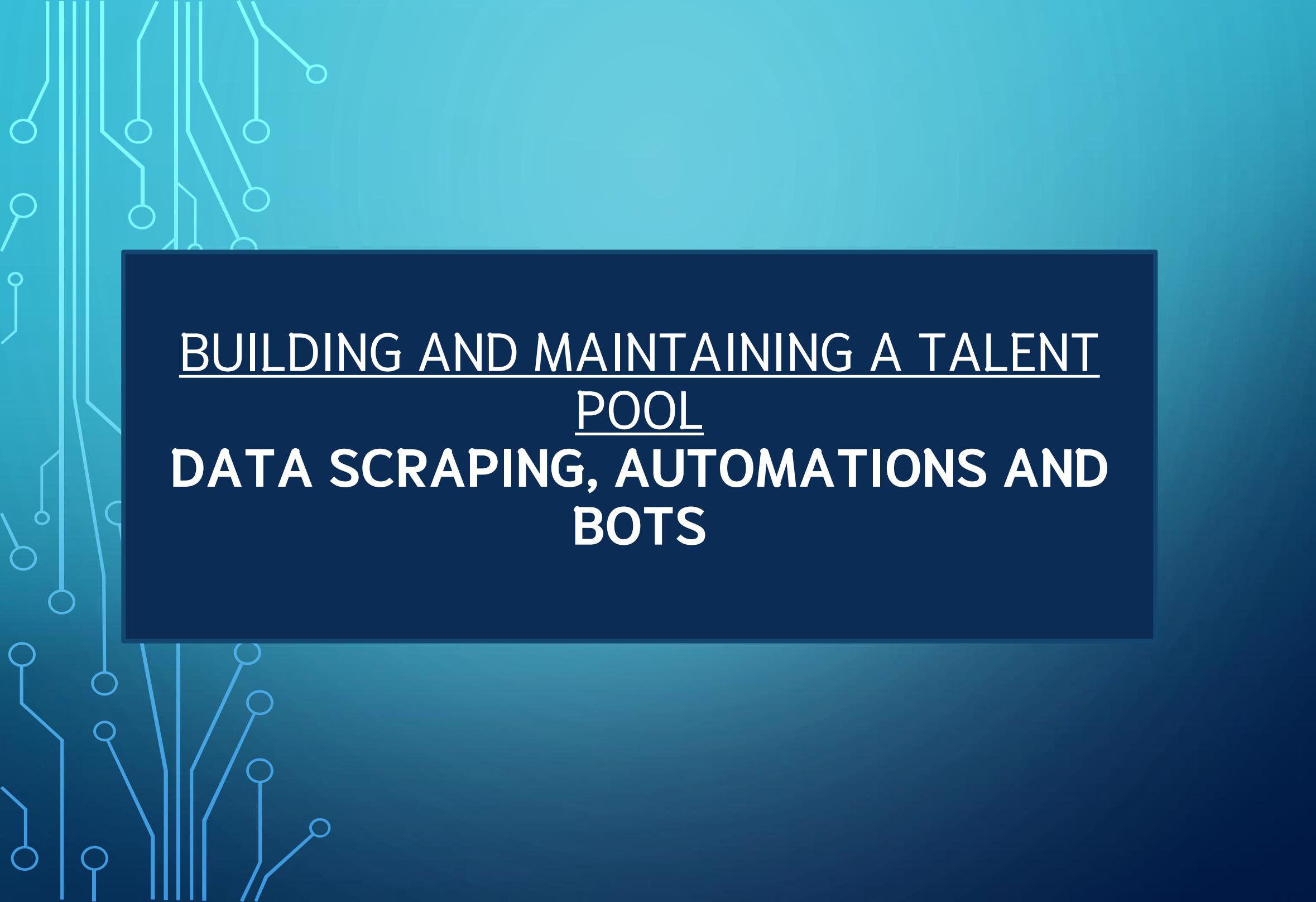


## BUILDING AND MAINTAINING A TALENT POOL

### REGULARLY UPDATING THE TALENT POOL DATABASE

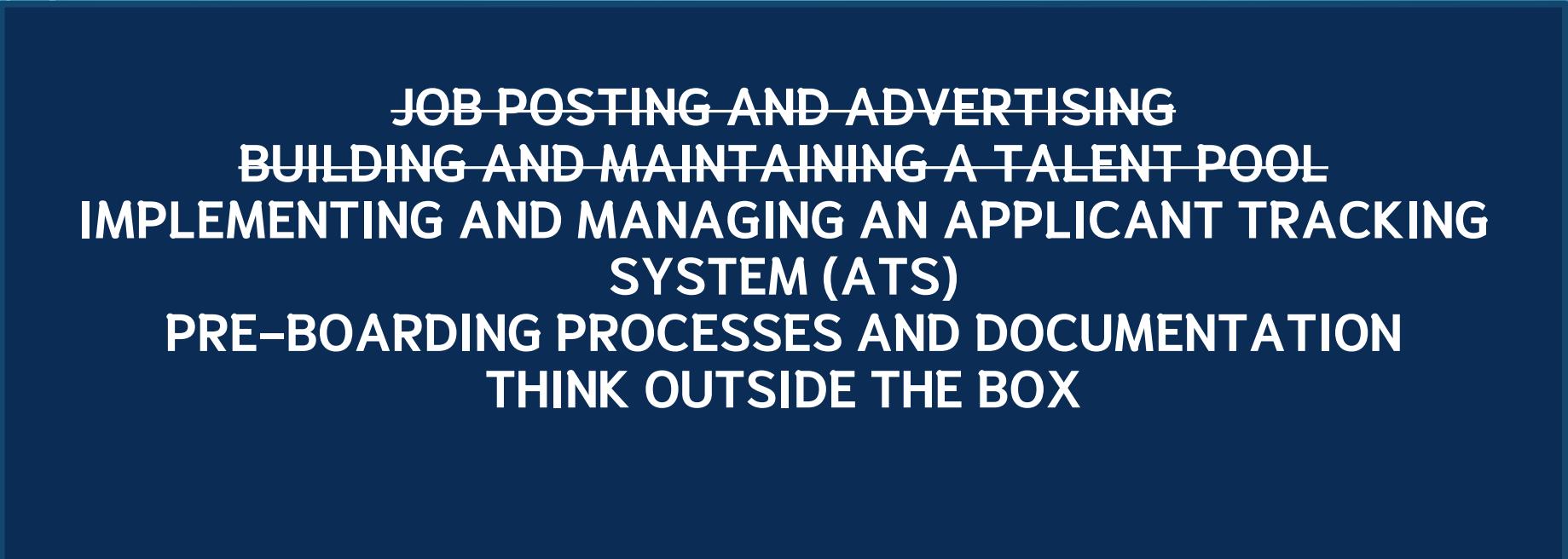


BUILDING AND MAINTAINING A TALENT  
POOL  
MAINTAINING RELATIONSHIP,  
REFERRALS ETC.



# BUILDING AND MAINTAINING A TALENT POOL

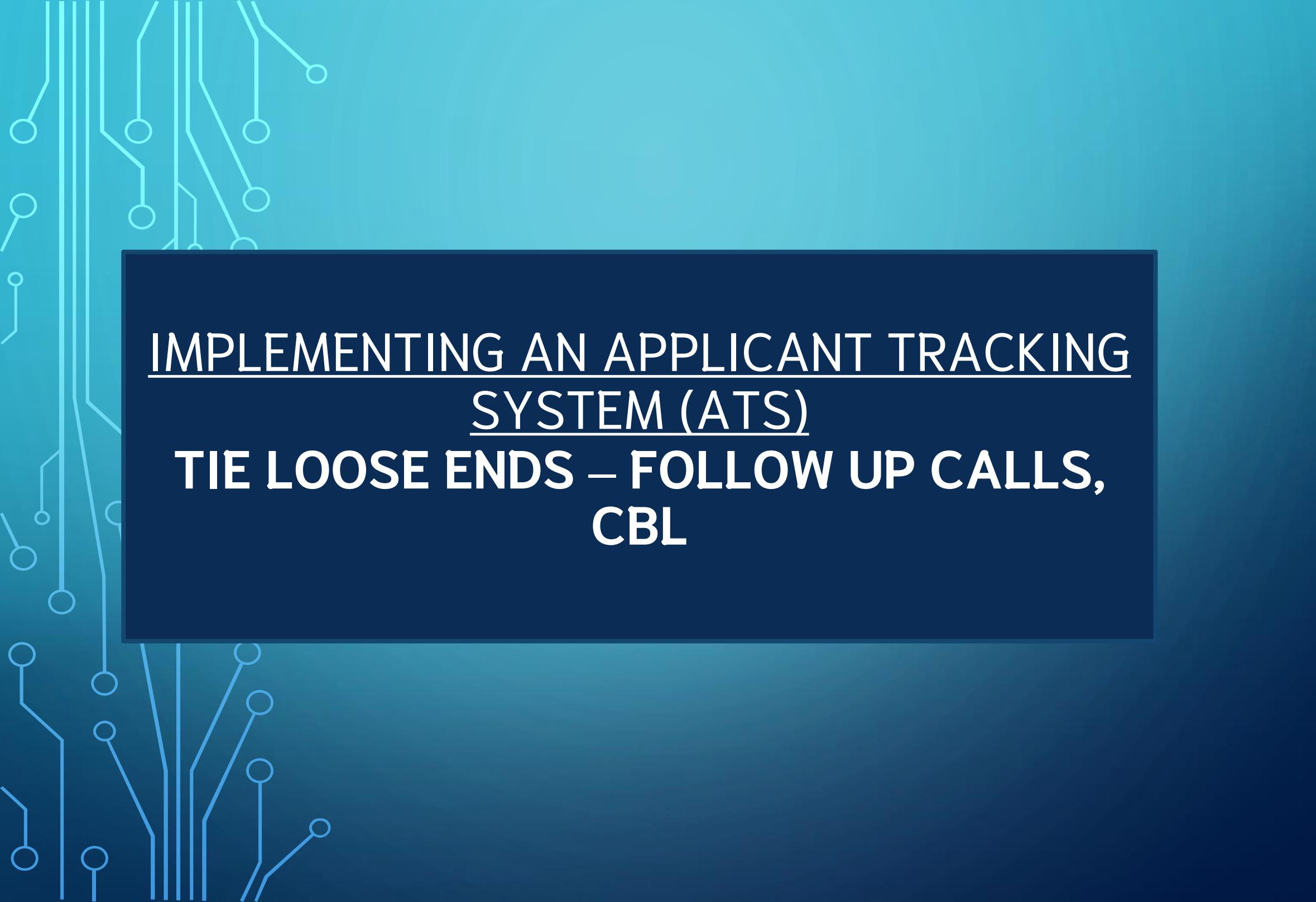
## DATA SCRAPING, AUTOMATIONS AND BOTS



**JOB POSTING AND ADVERTISING**  
**BUILDING AND MAINTAINING A TALENT POOL**  
**IMPLEMENTING AND MANAGING AN APPLICANT TRACKING  
SYSTEM (ATS)**  
**PRE-BOARDING PROCESSES AND DOCUMENTATION**  
**THINK OUTSIDE THE BOX**

## IMPLEMENTING AN APPLICANT TRACKING SYSTEM (ATS)

### CANDIDATE SCREENING – ASKING THE RIGHT QUESTIONS ON ONE CALL



# IMPLEMENTING AN APPLICANT TRACKING SYSTEM (ATS)

## **TIE LOOSE ENDS – FOLLOW UP CALLS, CBL**

# IMPLEMENTING AN APPLICANT TRACKING SYSTEM (ATS)

## **DATA STORAGE – CRM, CLOUD DRIVE, EXCEL SHEET, ETC.**



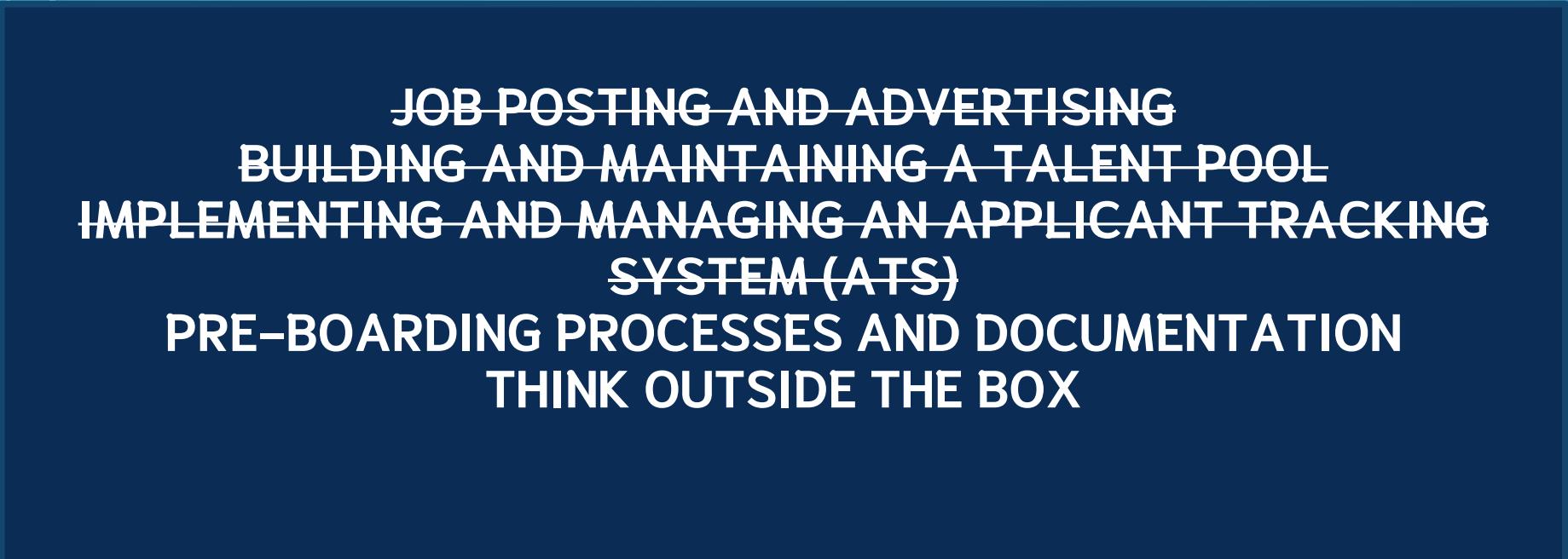
# IMPLEMENTING AN APPLICANT TRACKING SYSTEM (ATS)

## **TALENT POOL – GROUP TALENT POOL BY REGION**



# IMPLEMENTING AN APPLICANT TRACKING SYSTEM (ATS)

## **REGULAR CONTACT, VIA EMAIL, WHATSAPP & DISTRIBUTION LIST**



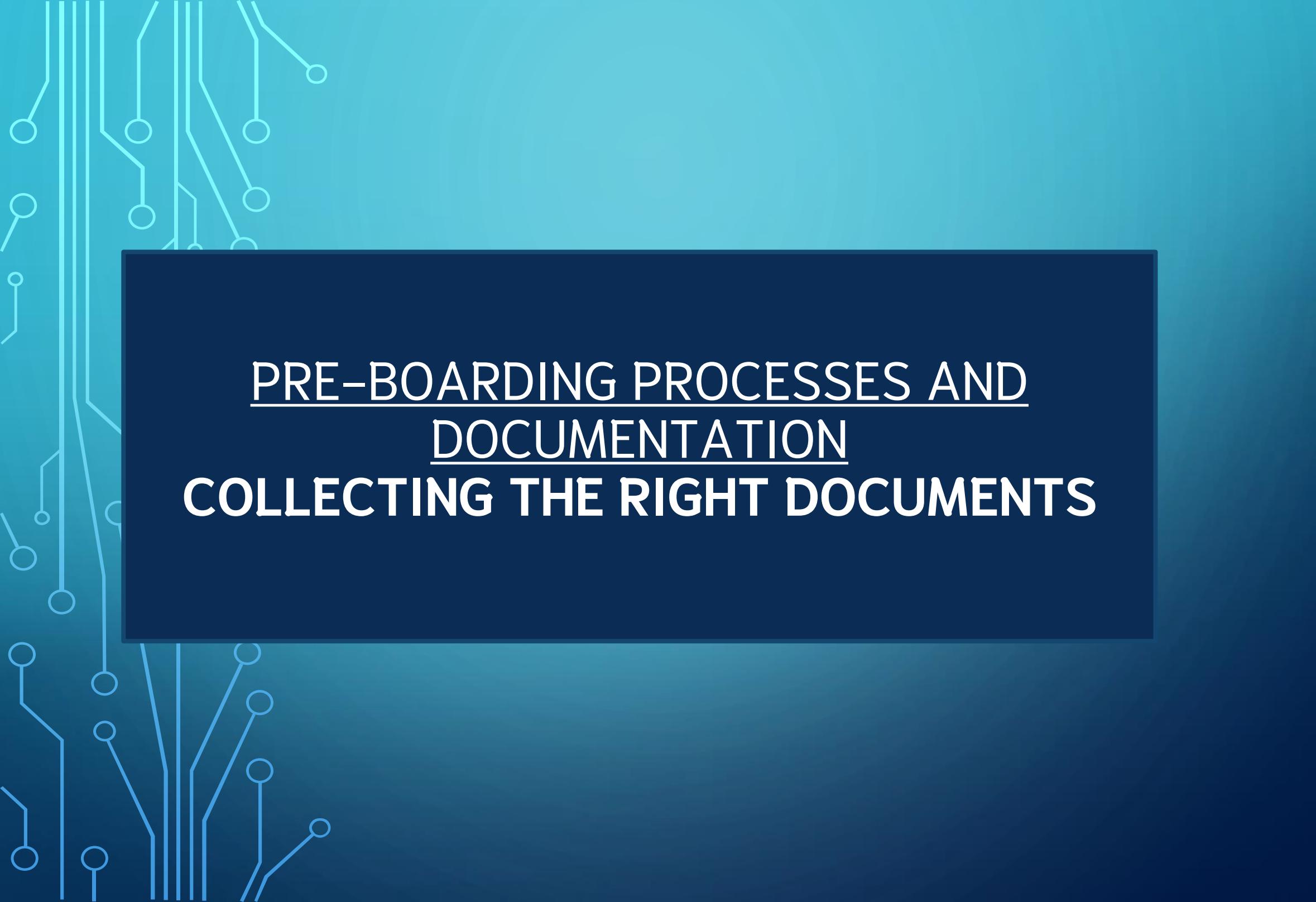
**JOB POSTING AND ADVERTISING**  
**BUILDING AND MAINTAINING A TALENT POOL**  
**IMPLEMENTING AND MANAGING AN APPLICANT TRACKING**  
**SYSTEM (ATS)**  
**PRE-BOARDING PROCESSES AND DOCUMENTATION**  
**THINK OUTSIDE THE BOX**



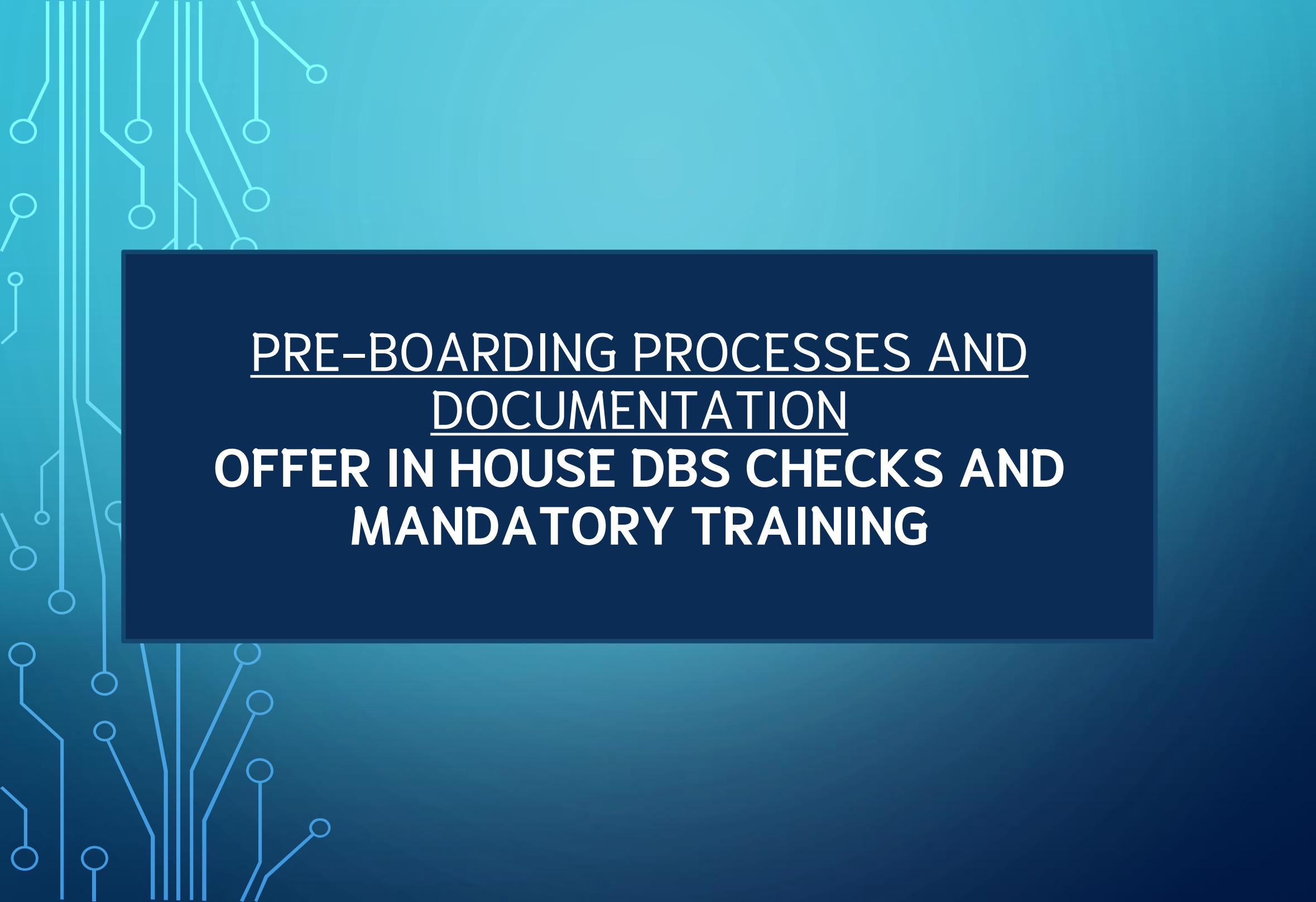
# PRE-BOARDING PROCESSES AND DOCUMENTATION WELCOME PACK TEMPLATE



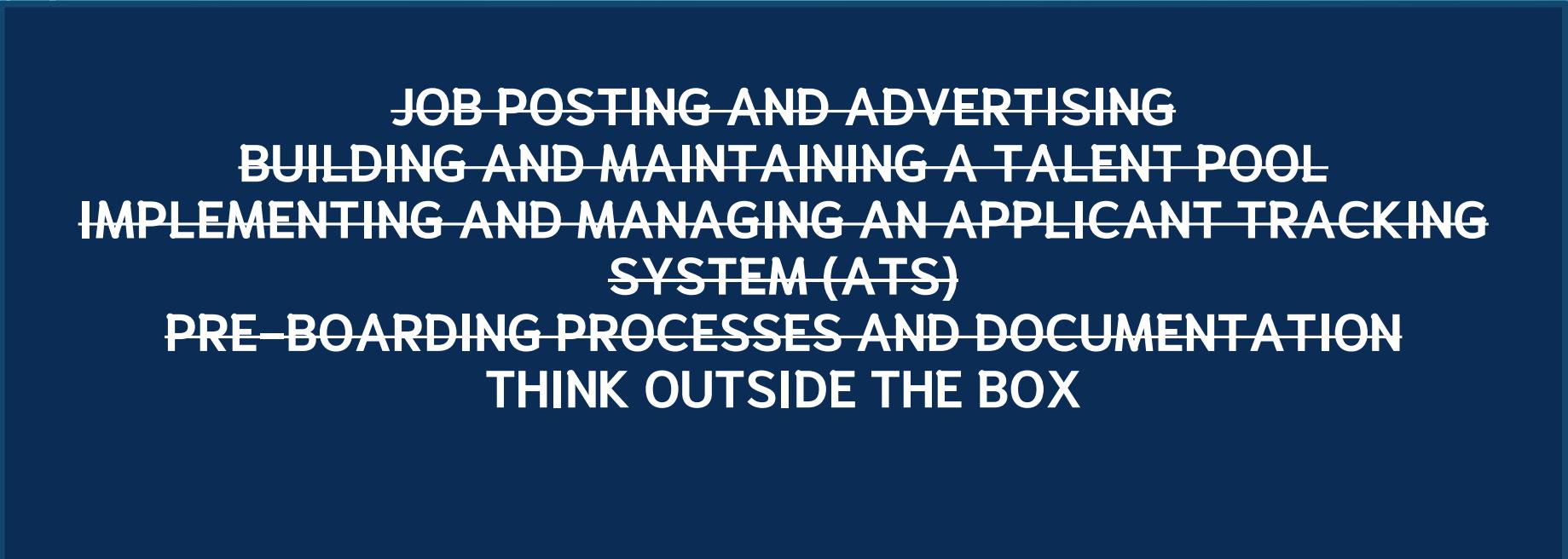
PRE-BOARDING PROCESSES AND  
DOCUMENTATION  
**DON'T BE COMPLIANCE HEAVY**



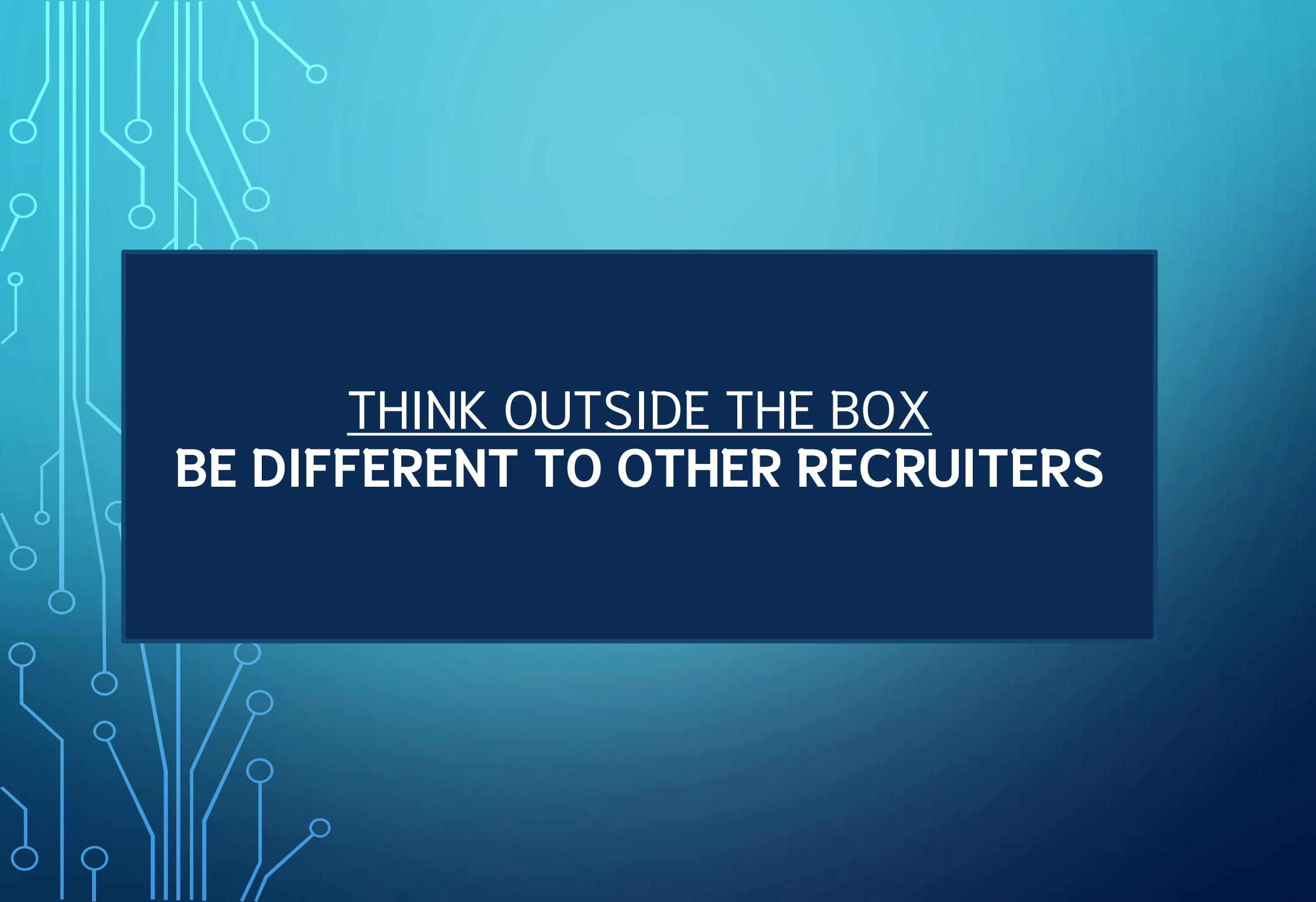
# PRE-BOARDING PROCESSES AND DOCUMENTATION COLLECTING THE RIGHT DOCUMENTS



**PRE-BOARDING PROCESSES AND**  
**DOCUMENTATION**  
**OFFER IN HOUSE DBS CHECKS AND**  
**MANDATORY TRAINING**



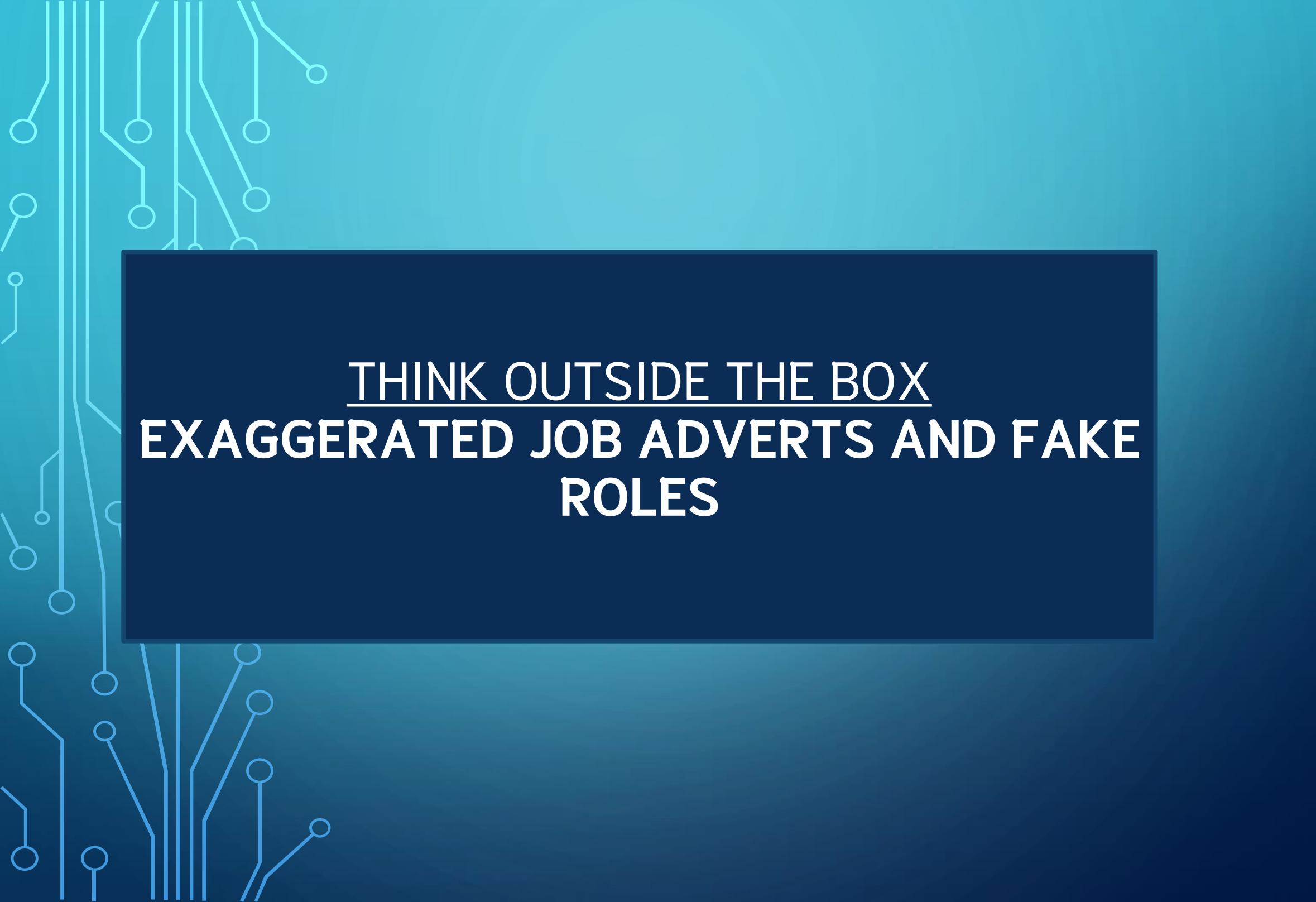
**JOB POSTING AND ADVERTISING**  
**BUILDING AND MAINTAINING A TALENT POOL**  
**IMPLEMENTING AND MANAGING AN APPLICANT TRACKING**  
**SYSTEM (ATS)**  
**PRE-BOARDING PROCESSES AND DOCUMENTATION**  
**THINK OUTSIDE THE BOX**



THINK OUTSIDE THE BOX  
**BE DIFFERENT TO OTHER RECRUITERS**



THINK OUTSIDE THE BOX  
**POACHING FROM COMPETITORS**



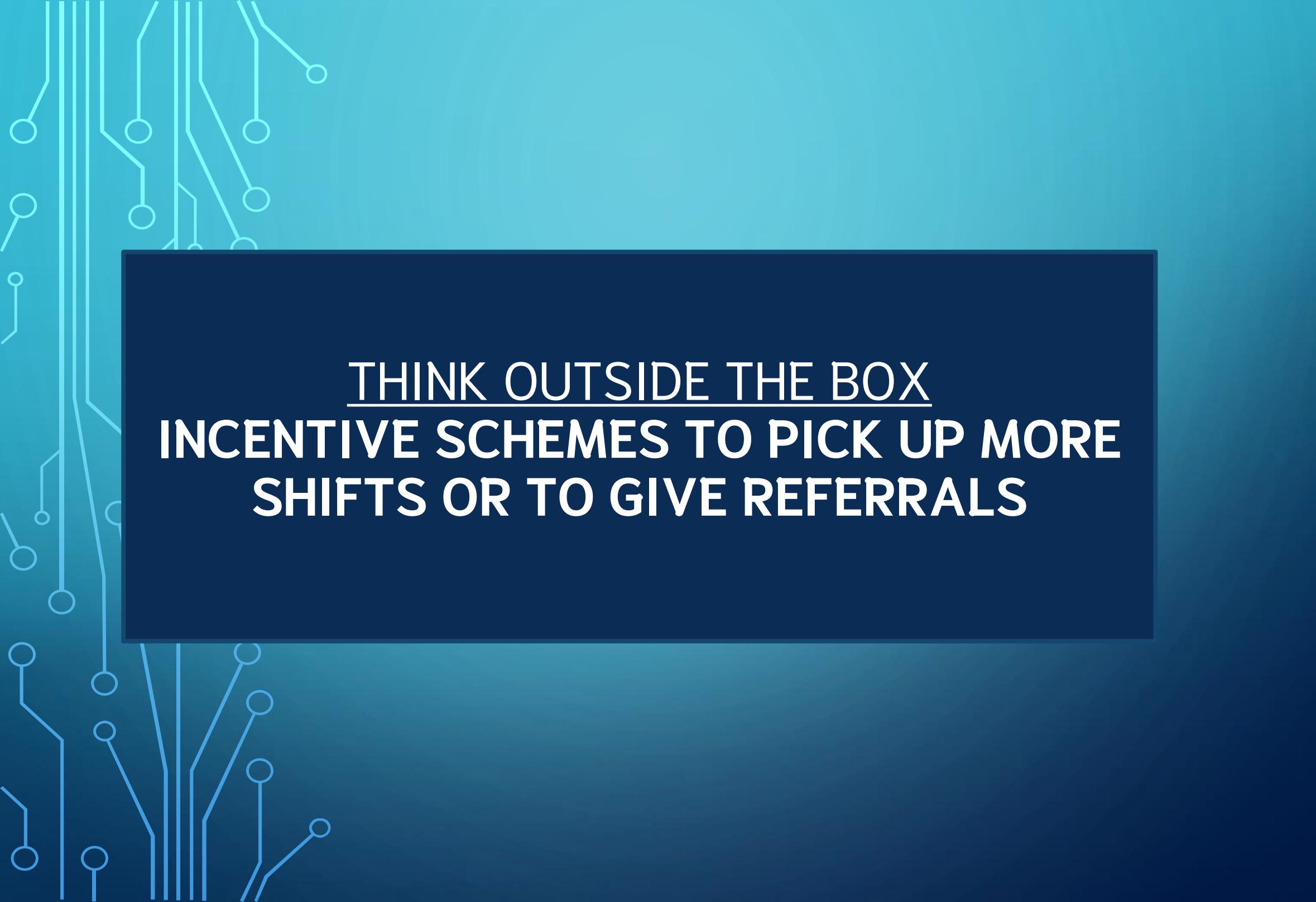
THINK OUTSIDE THE BOX  
**EXAGGERATED JOB ADVERTS AND FAKE  
ROLES**



THINK OUTSIDE THE BOX  
**ONLINE COMMUNITIES AND FORUMS**



THINK OUTSIDE THE BOX  
EVENTS AND EXHIBITIONS



THINK OUTSIDE THE BOX  
**INCENTIVE SCHEMES TO PICK UP MORE  
SHIFTS OR TO GIVE REFERRALS**