

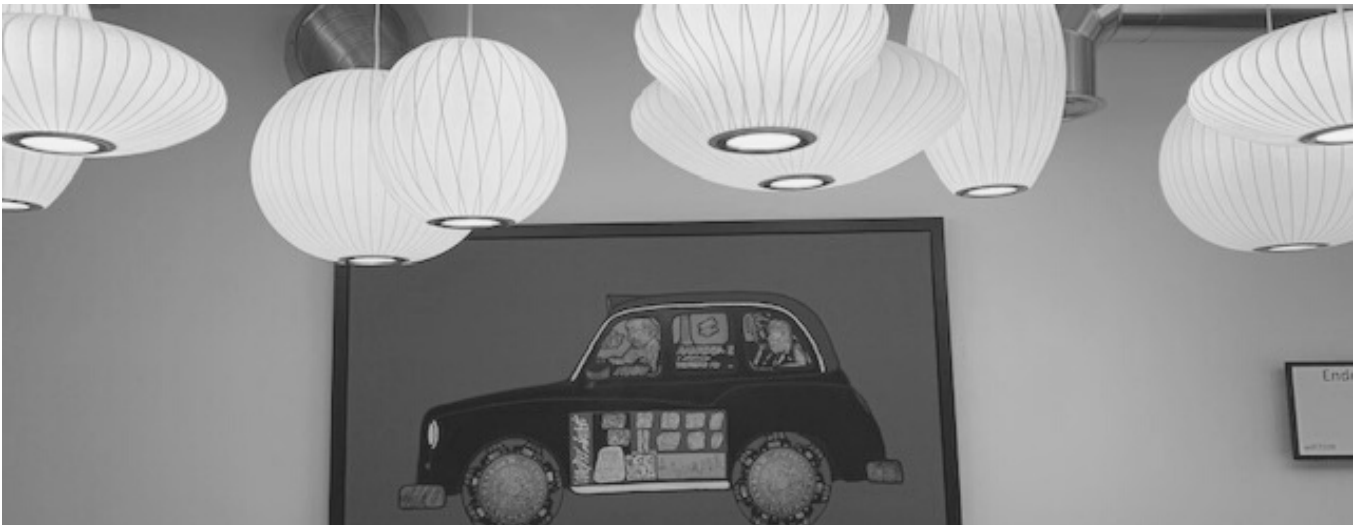
# LEAD GENERATION AND CANDIDATE MAXIMISATION

THE RECRUITMENT TRAINER  
ALI BRAID

2020



The  
Recruiter  
Accelerator  
Club



This document is to help you plan your lead generation with clients and candidates. Pick 4 or 5 questions for each call and away you go! Remember - people may not want to tell you, so what is the benefit to them of sharing this information with you? Is it a compelling reason?

### **Lead generation - Clients**

If we could give you just one tip it would be -

1. If you don't ask you don't get!
2. On BD calls – ask for names, who else do you work with/ for?
3. Sell in a candidate - who else would this candidate be of interest to?
4. Network horizontally not just vertically – do you work along side anyone else? Who else has a team like you?
5. Reference requests – get full name/ title and contact number from the candidate, if it's a contract role - will they need a replacement?
7. Chase old adverts too where there is a chance they haven't filled it
8. Look for companies hiring or letting go Internal Rec or HR
9. Where have they worked in the past? Who did they work for? Who interviewed them? If this role is relatively new – who did they work for?
10. Has anyone left the business recently? Will they be replaced? If not due to Covid – how covering their work? (Might be contract work instead)
11. Who would they recommend? As a candidate AND/or a client



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## Candidate maximisation

1. Build up a relationship – more likely to share the info with you
2. Referenced requests – direct line/ mob/ full name and role
3. If currently working – who hired them, what was the rec process, who interviewed them
4. Current interviews – who met with them, their role
5. Previous interviews
6. Where have they been declined recently
7. Where have they not heard back from
8. Which agencies do they use and where have they sent them
9. How did you get your current role. What is the process like there
10. Who report to, now and previous
11. Movers and shakers in the current team – who is looking to leave, why, names and roles, who has started, which agency from, temp or perm
12. Other applications - role, salary, location and client if they will tell you!
13. Who would they recommend/ previous colleagues or managers that we can work with
14. Backfill
15. Track even if you don't place them and then backfill
16. Market out
17. Ask for testimonials and case studies
18. Flip them into a client if senior enough