

CUSTOMERS - RECOMMENDATIONS [MID]

TO DO

Complete the rest of the bounce back pack

Revisit your customers and increase the number of managers you are engaging with. A minimum of three points of contact per organization is recommended

Create a communication plan for each customer – set a frequency of communication across the managers you've identified so that you're talking to someone in that firm a minimum of once per fortnight

Develop a newsletter style mailshot to send to your decision makers each week. Keep your customers up to date with what is going on in the market. Become valuable for sharing good content. Consider sharing different content with HR and functional managers

For those customers who will be hiring in July & August, explore their supply chain to develop business with other organisations. Selling to your clients' suppliers, customers and partners is a warm sell

Customers who plan to hire in 2020, who have growth plans are valuable so treat them as such. Lock them into high value service level agreements to work with you as their lead recruiter

Watch **The Pillars** – Planning, Qualification and Cardio