

PROSPECTS - RECOMMENDATIONS [LOW]

TO DO

Continue with the bounce back pack

Build three prospect lists (just on a sheet of A4 is fine) who, outside of your existing customer base will be hiring this month, next month and next quarter. Of those you your lists which are will work with you? Which of them have you qualified their potential as a customer?

Dig out all of the leads you have generated in 2020 – make two lists. Leads discovered pre lockdown and leads discovered during lockdown. How many of these have you put energy into converting? Which can you say, with certainty, are now dead? No assumptions. Make a sales list.

Write a 60 second elevator pitch as to why a prospect should work with you. Be clear as to what your value proposition is or your super power as a recruiter.

Make a sales plan for next week. Allocate a minimum of 60 minutes a day to selling and prospecting even if you have a healthy pipeline of work now. Where will your business come from for the rest of 2020?

Look at your current WIP (Work In Progress). How many CVs do you have out under consideration? What about people at interview? Temps finishing? Contractors nearing renewal? What if these events don't happen? Where will you place them? Set a goal to get every candidate a minimum of three interviews and every finisher a job and every contractor looking at an extension a back-up plan. Sell candidates you've already got in the cupboard.



Watch pillars Cardio, Planning and Qualification

