



Stage 2
Defining Your Brand

VALUE PROPOSITIONS

The concept of value propositions is a simple one. What is the value you create for the customers you work with?

Think about the clients and candidates you work with now. What is the value they derive from your service offering?

In practice, all too frequently, recruiters get hung up on their service and solutions without thinking about the prospect in enough depth. Before you can craft your value propositions, it is important you think about the problems you solve.

What problems do you solve?

There are problems in every organisation in every sector. These problems could be internal, others external factors that are creating challenges. In most instances, these problems are “what” based problems.

e.g. “What are we going to do to make sure this order is completed and delivered on time?”

The taskforce/committee/group/leadership team discuss the problem in depth. Confirm its magnitude, agree in full that the problem is real and the consequences of failure are dire. Conversation then turns to finding a solution and we hear (from a recruiter’s perspective) the magic word “who”.

“Who is going to take ownership of the project and ensure that we complete this on time”

“What” problems are solved with “who solutions”.

You are in the business of finding “whos” everyday.

So, what are the “what” problems that you help businesses solve with your “who” solutions?

Typically, the problems good recruiters solve help businesses to:

- Save money
- Make money
- Save time
- Reduce risk
- Increase security
- Beat competitors (product competitors and those hiring for the same skills)
- Reduce stress

Make a list of the problems you help clients solve.

Do the same for candidates (think about the challenge of seeking a new opportunity or finding good temporary work. What about those moments when you've had a bad day and you want to talk to someone about what else might be out there)

Write the problems you solve here:

How do you fix these problems?

The value proposition is how you present your solution to the common problems that your prospects face.

Examples:

Exceptional recruitment with flawless communication – helping you hire the talent you need to scale your engineering business.

When you are time scarce, you need a talent partner you can trust to help you grow and scale your business.

- Deep dive recruitment searches to find the talent other agencies fail to access
- Digital outreach to increase choice – no stone is left unturned
- Human communication that increases engagement and candidate commitment