

**THE
ULTIMATE
GUIDE TO BD
FOR RECRUITERS**

Paiger 

CONTENTS

How to structure your BD calls	01
Speculative CV sending	03
N.E.A.T vs B.A.N.T	04
How to get around a PSL	05
Sending InMails to get a response	07
Organise your chaos	09
Your network is your net worth	10
Points to remember	11

HOW TO STRUCTURE YOUR BD CALLS

THE PURPOSE

Make them aware of you, identify problems they want to solve, make them aware you can solve their problems, create interest/intrigue and then propose the next steps.

STARTING POINT

- Diarise 2x one-hour blocks per day to focus only on BD
- Create and maintain a list of prospects to call in these blocks



DO'S

Lead with the problems
Be honest
Keep control
Book the next steps if appropriate



DONT'S

Force the call
Make assumptions about problems they tell
Pitch immediately

Structure opener:

- 1 Who are you/do they or should they know you - "I'm James calling from Paiger, we've not spoken before" - speak with a confident tone
- 2 What you want/how they can get off the call - "This is a sales call but a carefully chosen one, can I explain why I've chosen to call you?"

≡ **Keep control, gain attention, lowered stress, permission gained**

Accepted call:

- 1 "I speak with X who all have Y and are facing Z challenges"
- 2 Follow up with more info from them - "Can you tell me a bit more about that?"

Closing:

- 1 Acknowledge the cold call - "I know I've called out of the blue but I'd suggest setting up a call to share a few ideas together to show how we overcome these challenges for other X people"
- 2 Get it booked in the diary on the call



Top tip

Record all sales calls to listen back and review to help yourself and your team get better at overcoming objections you may receive.

Failed calls? Don't panic! Set a reminder for yourself to call the prospect again at a later date.

SPECULATIVE CV SENDING

As a recruiter, speculative sending of candidates' CVs can be an effective way of proactively finding and filling positions. Here's how to do it:

01

Identify your candidate

The first thing you need to have is a candidate looking for a new job.

Ensure you discuss your proposed approach and get consent from them to send your CV speculatively to your clients.

02

Identify your potential clients

Before you start to send CVs, identify potential clients that you know have high relevance. If you know they hire the type of candidate you have, they are relevant. Don't send to lots of irrelevant people in hope, this will not work.

03

Personalise your approach

Personalise your approach by crafting a tailored message for each prospect. Ensure you include something that shows you have researched them, their team and their company. Add some highlights from your candidate's career and sell how this will add value to their company.

04

Get creative

Set yourself apart further, and get even more personal, by using methods like video or voice notes. LinkedIn offers the facility to do both! It can seem a daunting thing to do at first, but will get easier each time.

05

Keep track of your results

It's important to keep track of your results so you can measure what works and what doesn't. This could include tracking the number of prospects who respond.

N.E.A.T vs B.A.N.T

N.E.A.T. Selling™ is an alternative to older sales methods such as B.A.N.T.

N.E.A.T. is a cross-layered approach to drive conversations for new business, cross-selling and upselling.

Need

People don't care what you do, they only care about the pains you solve for them.

In identifying your prospect's 'Needs', giving an overview of the pains within their day-to-day will help build out how big of a problem it truly is for them.

Economic Impact

How much the pain-solving can cost with their numbers. For example, how much it costs them to do X, multiply that by the amount of time, to get your total economic impact. Using their numbers helps them to visualise the economic impact their task is taking without the need to push ROI.

Access To Authority

You might have approached the buyer but there are always other people involved. Identifying those people early could be the key to winning the prospect.

Timeline

What is the ideal time to have this in place and what happens if that isn't met?

HOW TO GET AROUND A PSL

PSL stands for "**Preferred Supplier List.**"

Essentially, it is a pre-approved list of trusted recruitment agencies or providers who have been vetted and deemed to be qualified to provide recruitment services for the company.

Companies often establish a PSL to streamline their hiring process. By limiting the number of providers they work with and focusing on those on the PSL, companies can save time and money, while also maintaining quality standards.

The first rule of PSLs is: You don't ask to join a PSL.

With this mindset, you're wrongly assuming you can only do business with the prospect once on the PSL.

This isn't true.

Gatekeepers and HR departments often use "we have a PSL" as a common objection to getting recruiters to leave them alone.



But, if you think they do actually have a PSL, give these tricks a try...

01 Probe for problems with their PSL

- a. Try to find any problems with their current PSL - "Oh, you've got a PSL? That's great - you're obviously taking your recruitment strategy seriously. Who are you working with at the moment? How are you finding working with them?" If they reply that all things are fine, you could follow up with... "That's great to hear. I'm curious - what do you think makes the relationship work so well?"
- b. Convincing the prospect to open up about their current PSL to you is a step in getting on that list in future.

02 Become their plan b

No matter how good their existing suppliers are, at some point, they will be let down and you'll be there to save the day when it happens.

03 Don't focus exclusively on HR departments

- a. If you're focussing your BD exclusively on HR departments, you're setting yourself up for failure.
- b. If you recruit in IT and the Head of IT at the prospect company has just had a team member leave they just want the best person possible to fill the role - they might have even forgotten about the PSL - they will simply go to HR with X candidate who's been sent from Agency Y.

04 Use a star candidate as your secret weapon

If you have a star candidate who you know the prospect would want to know about, spec them out as an opener. If they don't compare to the talent already being put forward by their PSL, you'll accept that and remind them it won't cost them anything the review the candidate.

HOW TO SEND EMAILS AND INMAILS THAT GET A RESPONSE

EMAILS

For crafting an effective email always consider the length first - keep them as short as possible to get to the point quickly

STRUCTURE

The subject line - get them to open it and do not mention your company name e.g. Re. your LinkedIn post {name}.

The greeting - go simple with a 'Hi'.

The opener - needs to be personalised and spark curiosity - do your research and show that it isn't just another mass email.

Now you've got some intrigue you need to connect it with the value you can provide - "but what if X could be done without Y?".

Add a question - "what's stopped you from doing X before?".

Call to action - not a call booking but "are you open to sharing some ideas?".

The P.S. - an extra personal touch referencing something else you found in your research e.g. a football fan, movie reference - anything!



Top Tip

Don't make it a sales pitch, don't make it about you, consider times your target prospects are likely to be viewing their inbox

INMAILS

TOP 10 TIPS

01	InMails sent between 9-10am get the highest response rate
02	Find out if the person follows your company or anyone at it
03	Keep them under 100 words
04	Keep the subject line 4-5 words (include their name as a bonus)
05	Make it personal with words like 'talk' 'chat' or 'call'
06	Prove you've done your homework
07	Don't send too many (it shows)
08	Provide an action point
09	Be credible but mysterious
10	Encourage a yes or no response (you are both busy)

ORGANISE YOUR CHAOS

01

Get in the habit of note-taking

Take notes during any and all interactions. This will help you remember important details, give you a solid start for your next call and help you make more informed decisions.

02

Diarise everything

As soon as you hang up that phone, put a reminder or event in your calendar for the date you're next planning on calling that contact. If you say you'll call again in 2 weeks, make sure you do. This will build trust.

03

Don't underestimate the to-do list

Create daily to-do lists and carry over anything that doesn't get done. Starting your day by eating the frog will help you feel more productive, give you a dopamine boost and set you up well for the day.

04

Get your CRM working for you

Get your CRM working for you: Ensure you have your tasks, keep in touch's, outstanding calls and to-do-list all in one place as this should be your single source of truth.

04

Time blocking

If you spend too much time responding to emails and messages, find your day full of meetings or get constant interruptions - time blocking is for you.

Time blocking quite simply blocks your day into set times. Each block is dedicated to accomplishing a specific task e.g. client proposal, lunch, meetings etc.

You'll start each day with a schedule with what needs to be achieved and when.

YOUR NETWORK IS YOUR NET WORTH

01
Post consistently

02
Show your personality

03
Add value

04
Start conversations

05
Focus on relationships

06
Add more value



Top Tip

Even when you become a consistent biller, it's important to keep up your personal branding efforts. If you don't, and things get quiet, it'll already be too late.

POINTS TO REMEMBER

Business development is a long-term strategy. Success doesn't happen overnight.

Remember these points on your road to success:



1 Stay on top of your market - research is key

2 Take advantage of social media

3 Consistently add value to your target market

4 Make your BD a non-negotiable daily

5 Be persistent

6 Focus on quality



Making Recruiters Smarter and Faster

Paiger helps recruiters build personal brands, identify new business opportunities, attract candidates, and have better conversations.



[Linkedin.com/company/paiger](https://www.linkedin.com/company/paiger)



www.paiger.co