STRATEGY GUIDE

Business Development Mastery

Key Takeaways on Sales and Business

Development from Recruiting

better

with Ben Browning

Introduction

When you're building your business, mastering sales is the key to success. With an effective sales technique in place you can win more business, turn customers into loyal clients and develop your business into a successful and retained company. So where do you start?

Before you can learn sales techniques, you have to adopt a sales mindset. Selling takes persistence. You will often encounter far more negative responses than positive ones, so you have to accept failure as a necessary part of success. Once you've learned how to be resilient in the face of rejection, you can learn the skills that will take your conversion rates from 0 to 100. Once you've learned them, you can use solid strategies to implement your new skills at a business development level, winning yourself retained clients and new markets.

In this eBook I've broken down the core mindsets, techniques and strategies for selling your recruitment services into 8 chapters, featuring five special guests from the Recruiting Better podcast. I've covered everything from mastering a success mindset to pricing your services competitively, complete with practical tips, sales scripts and helpful statistics.





Listen to the podcast

Contents

PART ONE - Sales Mindset

- 5 Alex Elliot Mastering a Success Mindset
- 6 Rich Smith Prioritise Solving Problems in Sales
- 7- Benjamin Dennehy Understanding the People You're Selling To

PART TWO - Sales Technique

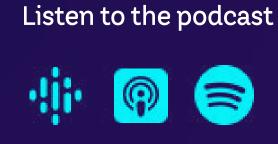
- 9 Ben Browning Perfecting the Art of a Cold Call
- 12 Will Allred Writing a Compelling Email
- 13 Ben Browning Developing Your Sales Techniques

PART THREE - Sales Strategy

- 16 Jon Brooks Pricing Your Services Properly
- 17 Todd Caponi Selling with Transparency
- 18 Ben Browning Breaking a New Market **Through Effective Sales**







Sales Mindset

'What can I do to maximise the likelihood of my success?'

Alex Elliot

Want to dive deeper into our business development tips? Listen to Recruiting Better Season 2 on Spotify here.



Alex Elliot Strategic Director at Strive Sales

Masteringa Success Mindset.

"Recruitment is such a challenging role that it requires a certain level of dedication. In a business context, if I had to choose between high skill and high will, I would always pick someone with high will. It's your job as a manager, leader or coach to upskill people. I've seen time and time and time again: if you have someone who's high skill and average will, or someone who's high will and average will, the high will person will succeed every single time. It can be a brutal job, and I don't think people realise quite how emotionally challenging it can be. You have to go into it with the right mindset, and it's the individuals who've got the high will who always overcome those challenges. That's not because of a higher skill level or more natural talent, but because of their mindset.

From a mindset perspective, what helped me was the ability to be able to control the controllables. I realised quite early on that I was never going to be able to do what some of the more experienced consultants could do from a skill perspective. I did have the ability to say, 'What can I do to maximise the likelihood of my success?' I worked really hard, and I left everything on my desk every single day to maximise my likelihood of success. I also kept putting one foot in front of the other.

It's important to understand that failure and success are two sides of the same coin. For example, with cold calling, if 30% of your cold calls don't go anywhere, does that mean cold calling isn't effective? It doesn't, because 70% of your cold calls do go somewhere. Some of them will lead to a discovery meeting

while others will lead to building a relationship or identifying key information. The key point I'm trying to make is that you've got to understand the statistical reality of success and failure and how those two things are intrinsically combined. The way that I mentally process that disappointment would be to look at the statistical likelihood of stuff happening and say, '10% of your deals drop out. If I do 10 deals, one of them is going to drop out.' When that deal does drop out, I'm not gonna get the same level of emotional response and dejection that I would have done, because I can rationalise it and put some perspective on it. It's all about that mindset.

There are three things that really matter. There's your actions, your reactions, and your mindset. Having a strong mindset is about retaining perspective. It's about being completely accountable for your actions and taking ownership of your actions. It helps to be as dispassionate or as unemotional as possible about your reactions. That allows you to look at the broader picture and see whether you're focusing on what's really important."











Rich Smith VP of Sales EMEAVP of Sales EMEA at Allego

Prioritise Solving Problems in Sales

"People react and respond to emotional problems. That's why newspapers have so much success with clickbait headlines. It's meant to make you stop, turn your head, and buy the newspaper or click the article. Good adverts are problem driven, and it's problems that make people emotional. People buy based on emotion. Nobody is waking up one morning and thinking, 'I really need a conversation intelligence platform in my life'. What they are thinking about is, 'Man, I'm stressed because my sales team is underperforming.' That's what's going through your prospects head every single day.

When you are in sales, you have to understand the problems that your prospects are facing. You have to get your prospect locked into a conversation by making them react to problems that you can solve. The product, features and benefits come after connecting with the person. If you can lead with problems that your company solves, that's when you can position your solution.

Ultimately, what you're trying to uncover is 'What's the problem?'

First of all, does the prospect have a problem? Secondly, how big is that problem? Thirdly, what have they done to try and address that problem to date?

Finally, why would they want to solve that problem now? There are times when I listen to calls and I think 'That prospect isn't motivated enough. Since you called them two weeks ago, nothing's happened.' The key to sales is to spend more time speaking with people who want to buy your stuff. It sounds simplistic, but life's too short to try to convince, persuade or batter somebody who isn't that motivated to buy your stuff. Part of your job as a seller is to make sure that you're spending more time with the right people, and less time with the wrong people.

It's important to spend time understanding the end goal of your prospects. When you pitch, you should show them the 20% of the product that will solve their problems. The best salespeople understand the problem. In that regard, you don't have to have this all encompassing knowledge of your product, you just need to know what to show your prospects. That depends on your ability to understand the prospect's problem.

When it comes to buying and selling, trust is key. People don't buy from people they like, people buy from people that they trust. Trust is built by listening to your clients. Good discovery is all about trying to understand their world. That is always more important than a strong product knowledge."









Benjamin Dennehy

The 'Most Hated Sales Trainer' in the UK

Understanding the People You're Selling To

"Recruitment consultants and salespeople find this very hard to believe, but they are not the most important person in the room. You have to accept that as a salesman, you're literally just there to help another human being figure out for themselves whether or not they need what you have. What I highlight to salespeople is that people buy for their own reasons and never buy for yours, so everything you're trying to tell them or convince them of is irrelevant, because they don't care.

Your goal is to let them do all the talking, let them open up. It's like a psychiatrist – the most important person in the room is the patient, and they need to figure out what's causing them to have whatever it is that's going on. They know the answer, it's in there. I'm irrelevant. I'm just the guy asking questions, helping them navigate and understand where they're at. Take your ego out of it and focus on figuring out what your customers need from you and why.

What salespeople and recruiters have to remember is that they have the problem, you have the solution, the only thing they have is choice of where they spend their money. And that's where your skills as a salesman kick in, because your job is to get them to see that you are the person they should give their money to. You have to learn how to listen, how to think quickly and how to ask better questions. I always tell people to make their prospecting calls so that they can practise those skills over the phone, because otherwise they're learning when they're actually in front of people. That's not where you should be learning how to sell.

How you behave will determine whether or not someone buys from you. Selling is not what you do, it's how you do it. Just like there are lots of lawyers and lots of surgeons, some are really good, some aren't as good, but they're all practising the same thing. It's got nothing to do with the subject matter, it's that some people are just better at it than others. You have to focus on how you sell, not what you sell, because that's what will make you a good sales person. Too many recruiters are focused on what we do, how we do it, why we do it, what motivates us, but a prospect won't give two fucks about that. They want to know if you can take away their pain, and if so are they willing to pay for it?" You can make them willing to pay for what you have by tapping into those pain points and using their emotions to prompt a buying decision.

My job as a salesperson is to make one of two things happen at the end of every meeting; either we agree to move forwards or we end it. Everything else in between is a waste of time. If I get something in between, I'm probably talking to the wrong person, or I failed to get them to realise for themselves that they need what I have. Sometimes they're just thinking it over, which everybody says actually means no, but it's amazing how hard it is to get someone to say no to you. I cut through all of that by saying 'look, we're either going to move forward, or we're going to end it. My job is to help you come to that conclusion by the end of this meeting.' That ultimately saves you both time and helps them reach a decision quicker."









Recruitment has changed. Training hasn't.

In this era, old-school BD gets you hard-to-fill jobs with low fees. Simply promising to find candidates isn't enough to meet the demands of employers today. To scale, you must evolve.

Committed to Scale

Few recruitment businesses truly dominate their niche. Most compete in a daily race to place, failing to shake off their rivals.

Process Before Performance

Scale requires sustainable results. But performance is inconsistent, no matter how good the coaching. Building a sustainable business means mastering *the way you win business.*

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Find out more at beresonant.co.uk



PART TWO

Sales Technique

As recruiters you should be improving the clarity of your writing, as well as tailoring the message'

Will Allred



Ben Browning

Managing Director at Resonant Recruitment Development

Perfecting the Art of a Cold Call

There is an art and a science behind a well-structured cold call. If you're in recruitment, cold calls are a great way of doing business development, and can generate brand awareness and leads. In order to get it right, you need to understand the psychology behind a successful cold call.

A classic opener is a pattern interrupt. These don't work at a logical level - they're purely emotional - but that's what makes them so successful. When your prospect answers the phone to an unrecognised number, they will be in a heightened emotional state and just want to get rid of you. Your job in the first 30 seconds is to put ice on that reaction, then get them thinking and listening. Pattern interrupts are specifically designed to defuse the fight, flight or freeze response that your prospects have.

Always address one or two of the most common objections in your pattern interrupt. People will say 'I'm too busy to take this call right now', 'We don't talk to recruiters', or 'We're not hiring right now' when they get a cold call from a recruiter. You can address those objections right away by making the call about something slightly different.

The next thing to do is label this as a cold call. Tell them that you've done some research on them, and acknowledge that your timing is probably bad. Be respectful, just ask them for 30 seconds. More often than not, curiosity will get the better of them. 90% of people will invite you to tell them why you are calling, and in doing so they'll give you permission to talk. Ask them a question that shows you understand their

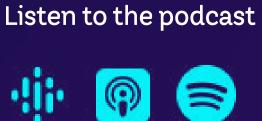
situation. That shows credibility and value, and demonstrates that you have some sympathy for what they're going through. If you can relate your question to other people in similar positions that you've spoke to already, that will build credibility and make your services seem desirable. It also suggests a shared experience that subtly aligns you with your contact.

The next technique to use is to reverse the question. This is a subtle method that encourages my prospect to say no, and therefore continue the conversation. If you get this right, the prospect might recognise the problems that you're talking about and agree that they have one. Alternatively, they might tell you that their problem is something else and give you a foothold that way. They could say that they don't have a problem at all, and if the conversation ends here, you haven't done anything wrong. You can work with the feedback they give you to make sure that your script and the problems that you're mentioning are actually reflective of what's going on in your clients' world.









Perfecting the Art of a Cold Call

Assuming you're still talking, you'll only be a few minutes in. It's worth bearing in mind that a cold call should only ever last for about five minutes, so at this point we're going to reflect back to the client. First, we do a time check. The Psychology here is that the client is already invested in the call because you're talking about their problems. They're going to want to continue the conversation and take the next step. Doing a time check gets their permission to continue, and reinforces that they're interested in what you're saying.

You're then going to repeat back what you've heard. First of all, you're verifying the information that you've captured. Secondly, you're letting your client hear in a paraphrase of their own words what their problem is, and also it stops you from making any bold assumptions about your solutions. It keeps the person you're talking to engaged at each step. Now is the time to expand on the problem and ask some questions.

Now you're in position to move to a trial close. This is a method for framing your request as a hypothetical question. Tell the prospect that you're not sure if you can help, but offer to talk more about it at another time. Doing this diffuses their fear

that you're lining them up for a sales pitch and keeps the dialogue going. You're offering to trade your knowledge for their time, nothing more, and nothing less.

At this stage, you should discuss any reasons that they wouldn't want to talk again. You're flushing out any objections and addressing them before you close on a meeting. This is where they might say that they're not the right person to speak to about this, they don't have time to meet with you, or that they're not hiring - all of which you can address before coming back to close them for a meeting.

Finally, instead of having to close them and ask for the meeting, all you need to do is ask if they have their diary with them. Meetings aren't that difficult to get, providing you've got the right tools in your toolkit. The best trick is to get them to repeat that they'll have a meeting with you. When people say that we're going to do something, we are far more likely to do it. So, you're going to anchor your client into their commitment to the meeting by double-checking that they really want to go ahead. Once you have and it's all booked in, you can successfully end the call.

To get you started, the next page has a full breakdown of a cold call script that you can use.







Cold call script

Hi, Sarah, I'm Ben, we've never spoken before. I've got your profile in front of me and notice two things that struck me as unusual, but I suspect I'm calling it the worst possible time. So would you let me take 30 seconds to explain why I'm calling you out of the blue, or would you rather not?

Thanks, Sarah. Last week 12 Out of the 15 heads of marketing I met told me the same thing. The number one agenda point for this year is that they need the right skills in their team, but some of them are worried about retaining their best folk and losing them to remote opportunities. Others recognise that they're going to need to expand the team but worry about finding the right talent on time or at a fair price. And others simply are worried that the talent that they have in the team might not be skilled enough or experienced enough to get the projects delivered to this standard that they expect, you're probably going to tell me that none of those things is affecting you.

Right. Okay. And when you say you're concerned about finding the talent that you need to grow the team, what exactly do you mean by that? Okay, and how's that played out in the past?

Okay, look, I've had more than my 30 seconds. Is it okay, if we speak for one more minute or so? Great, thank you. Well, look, it sounds as though you've got a problem in terms of the confidence and clarity you're out have around the ability to source the right calibre of talent on time in budget. And it sounds as though you've been short staffed for quite a while from what I hear. Is that broadly accurate?

Okay. Now, I'm not sure if I can help you with this. But I may be. And if I suggested we put some time aside to discuss how the companies that I have been helping overcome challenges similar to these and maybe share some insider tips on some of the traps that we've helped them avoid along the way. Would there be any reason that you wouldn't want to do that?

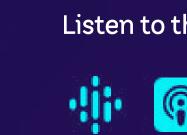
If we were able to work together to schedule something in our diaries and find the time, would there be any other reason that would stop you from inviting me in?

Have you got your diary there? And what date? Are you looking at? Yes, yeah, I can do that.

Thank you, Sarah. I'm conscious that I called you out of the blue. And I'd hate for you to feel that you'd been pressured into meeting me here? Can I just confirm before I go and do the research, is there any reason that you might end up wishing to cancel the call or not going ahead with our meeting? Is there anything that's on your mind?

Okay, I'm looking forward to meeting you. I'll send an invitation over shortly. Until then, take care.











Will Allred Co-founder at Lavender

Writinga Compelling Email

"In 2020 people started to pay attention to the emails that they were getting. When we started, the length of an email, particularly a cold one, did not matter - as long as it was relevant, you'd probably get a response. Now people have started to recognise that this isn't something they actually want to read. As recruiters you should be improving the clarity of your writing, as well as tailoring the message to the person that you're sending it to.

If you think about what it takes to write an email, you need research, content and a template. You also need to be able to write well, because people care about the quality of what they're reading. That means testing your emails and seeing what works for people. Our analysis shows that an informative tone will reduce your chance of a response by 26%. Ask yourself why you are reaching out. Rather than informing people about your services or a candidate you can put forwards, you should be inviting them to a conversation. It's the same story for follow ups too. Emails require a shift in mentality from 'I'm trying to sell' or 'I'm trying to tell you everything you need to know' to 'How can I start a dialogue with that person?'

We're now finding that emails perform best when they're between 25 to 50 words. After 75 words, your response rate drops dramatically, because people spend about 10 seconds reading your note before they dismiss it. You don't have long to grab their attention at all. Personalization motivates people

to read the whole thing. We've also found that simple language is best, because people need to understand what they read in those 10 seconds. Consider your syllable count across words, sentences and paragraphs, and where possible lower your reading grade to reach the most people.

Your sentence length is another issue in emails. Commas draw out the length of your sentence, so when you use more commas in your writing, you are reducing your chance of getting a response, because people don't follow your writing as well. An easy trick is to delete the commas from your writing and replace it with a full stop. That creates a choppy sentence structure that's easier to scan and understand.

As a general rule, the more emails you send, the more responses you'll get. However, you can only send so many emails per day before spam blockers take you out. However, when you improve the effectiveness of your emails, you'll have to send fewer emails to achieve the same targets. Think about yourself as a recruiter - what are you gonna do with that extra time on your hands when your emails are driving extra results? You can start doing more research, which then multiplies the rate at which you get replies, so you can start to prepare for those calls. You can improve your chances of conversion at different points in the funnel versus just your emails."









Ben Browning

Managing Director at Resonant Recruitment Development

Developing Your Sales Techniques

Discovery meetings are a key part of your sales cycle as a recruiter. You can think of them as preemptive sales meetings, where you build great relationships, negotiate better terms and gain retained clients. With a better understanding of sales methodology, you can turn your discovery meetings into a sales machine.

The fundamental driving force behind successful companies is how collaborative and loyal their clients are. Collaboration allows you to increase your fill rate for each client, which will improve your billings. Loyalty will also dictate how many roles you're brought, allowing you to build a stronger relationship with your clients until you can get an exclusive retainer agreement with them. So how do you create loyal and collaborative client relationships?

Everything starts with your discovery calls. Now, discovery itself won't have a huge impact on your sales, but it's essential that you understand how it fits into the overall process if you want to use it effectively. For most recruiters, the idea of discovery is just asking some qualifying questions. However, top-selling recruiters understand that it's about understanding client needs for each role and from their recruiters, then using that information to become an invaluable part of their hiring process.

Discovery is all about creating an emotional connection with your clients by tapping into their pain points and building trust in your solution before there is even a need for it.

The first part of the discovery process is outreach. Once you've built a rapport with a client you can get to know what their problems are. They might not be hiring right now, but by addressing their hiring problems preemptively you can offer them a meaningful solution when the time comes.

From there, the next step is to ask what they've already tried. This is a crucial step that helps you avoid making any mistakes when pitching your solutions, such as suggesting something they've had a previous negative experience with.









Listen to the podcast

Developing Your Sales Techniques

Next you're going to ask them whether it's worth discussing a solution together, then make it clear that when they do need to hire next they can come to you. The key to turning your discovery calls into sales calls is to get that agreement in place ahead of time so that you are the only person they reach out to when a role arises.

Throughout the discovery process you should follow the RESPECT framework to gain maximum conversions. RESPECT is an acronym that stands for Rapport, Explore, Summary, Proposals, Expectations, Commitment and Transformation.

By building a rapport you create trust and understanding between you and your client. Explore is the conversations you have about their hiring history, such as their pain points, previous methods and current struggles. Summary is a recap of what you've discussed, reinforcing the idea that they have an issue that you can help them with. Proposals are where you begin to offer your solutions and get them to make a decision about moving forward with you. This is followed by

your expectations for them - such as being an active and collaborative partner. You'll wrap up the process by getting a solid commitment between you, such as an exclusive contract or retainer. This will effectively transform your discovery and sales processes, allowing you to do your best work.

Once you've done that, you can track the progress of their recruitment process over time and use your outcomes to gain more roles, higher billings and great relationships.









Level-Up Your Recruitment Marketing

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marketing game by stretching your new keyston

Sales Strategy

"The first challenge is recruiters lacking confidence in their value"

Jon Brooks

Want to dive deeper into our business development tips? Listen to Recruiting Better Season 2 on Spotify here.



Jon Brooks Founder & Pricing Consultant at The Value Advantage

Pricing Your Services Properly

"The first challenge is recruiters lacking confidence in their value. That happens because we're beaten down all the time. The minute you get on the phone, clients are saying, no, I don't want to talk to you or value what you do. What's your price? We don't have a feedback loop that tells us we're valuable, but that doesn't mean we aren't. Recruiters add loads of value, and there are some great recruiters out there. We've just internalised this horrible idea that we're all the same and that we're commoditized, which is not the case.

The first step is learning to justify your value. Your client isn't going to do the hard work to try and find out why they should value your services. I'm a big believer in recruitment agencies charging different prices, because we don't all provide the same services. We have no idea what other people are going through, why they're charging what they're charging, and whether they're as good as us or not. So many people who've set up their own recruitment businesses say 'I want to do things differently, I want to improve things, I want to create more value in the system. I don't want to do things the old way', but they don't charge more.

If a client is using price as a proxy for measuring value, they'll be confused when you're doing amazing things and yet your service costs the same as everyone else. You need to think about what the client values. Recruiters think about what's important to them, whereas what they need to do is figure out what's important to their clients.

LinkedIn is a brilliant place to listen to hiring managers and find what their challenges are and what they want. You can probe some of their pain points and connect them to the service, which creates value, and you can use your knowledge to justify your fee.

Since COVID the economic context around talent acquisition has changed dramatically. It doesn't matter how difficult it is for us to find talent - what clients care about is their challenges finding talent. Most recruiters should increase their prices and decrease the amount they negotiate. You should have your rate on your terms of business. Be more confident in saying, 'No, I'm not going to discount my rates as much as I have in the past.' Of course, your clients will not want to see your prices go up, but that's not up to them. If we can make sure they value what we do, we can reframe the conversation around our services and stick to the prices that we need them to pay.

Whenever price is part of the conversation, talk about other things around the service, like their pain points. If the only thing on the table is price, the client is going to push down, and clients are often in a stronger position than us when it comes to negotiation so we're not likely to win that battle. However, if we're talking about service reviews and value, if we're spotting challenges we can solve and providing a price for that at the same time, we're more likely to get our numbers on the table."











Todd Caponi Founder at Sales Melon

Selling with Transparency

"We've always known that honesty sells better. However, transparency is an overused, cliche word that's used wrong all the time. Over the years, selling has moved away from honesty and relationships and the idea that we're talking to a human being. Now the sales world is experiencing a revolution with technology.

The biggest sales technology revolution happened on March 10 of 1876 when Alexander Graham Bell made the first telephone call. It revolutionised sales outreach, but unfortunately in a negative way. We've forgotten that we're connecting with individuals, helping them and providing a service. Now we're an unnecessary evil. Sales people are prioritising scaling and metrics over the outcomes that our customers receive. As a result, the whole sales community has gone in the toilet. We need to take the opportunity to get back to that respectable position that we used to have.

A few years ago we partnered with a local university to research an e-commerce site. What do people do on it? How do they act? How do they consume? How are decisions triggered? The research that came out of it had three data points, two of which changed my life:

People read reviews. 96% of us do it, and a lot of us read the negative reviews first.

If a product is on a five star scale, an average review score between 4.2 and a 4.5 is actually optimal for purchase conversion. That means a product that's got negative reviews sells better than a product that has nothing but five star reviews.

We are wired subconsciously to know that perfection doesn't exist. Without our ability to assess the downside or the risk, our brain literally cannot trigger the decision when it's a medium to high consideration such as taking a new job or hiring a candidate. If we're presenting our solutions as perfect, we're actually making it harder for decisions to get triggered.

When we approach leads we acknowledge that we have areas that we might not be the best in. We'll explain why we're investing time in them and what we can do for them, and the results are magic. Our rates went up, we qualified deals faster, our sales cycle shrunk dramatically, and we made it really hard for our competitors to message against us. We built a foundation of trust with our customers, so even when we lost we got more referrals. The bottom line is that if the truth won't sell it, don't sell it. Always lead with the truth.

There is a massive proliferation of feedback for everything we do. You can't get away with hiding your flaws because everybody's on Google. We always knew that honesty sells better and that trust is the foundation you create relationships on, but you have to acknowledge that now. If you try to be shady about something, people are going to find out anyway.

I'll leave you with one last quote from sales history. It's from a guy named Arthur Sheldon in his book 'The Art of Selling'. He said that 'true salesmanship is the science of service'. Grasp that thought firmly and never let go. Remember that when you've got to put on your sales hat on as a recruiter. You're providing a service that people need to buy, so they have to trust you first."











Ben Browning

Managing Director at Resonant Recruitment Development

Breaking America / a newmarket

If you're committed to scaling your business by breaking a new market, here are my four key lessons on establishing yourself as a key player:

Lesson 1:

To break into a market, you need to stop thinking about quick wins. Don't focus on picking up jobs, that's an inefficient way of breaking a market. What you need to be doing is focusing on building relationships and winning clients with medium to long term commitments who see you as the only choice. Opening a new market is a long term play.

Set a real, tangible and clear goal for yourselves. Get crystal clear about what it is exactly that you want from that new market and set metrics to track whether or not you're achieving it. Unless you set out clear standards for the quality of business you want to pick up, you will end up picking up business that isn't a good fit. A smart goal can be built on actionable steps, such as the amount of revenue you want to generate and the number of sales calls you'll need to get you there. Figure out how many roles you need to fill and how much to bill for each one to meet your goal.

Lesson 2:

With this plan in place, you can calibrate and recalibrate each month until you get there. Measuring your metrics against your plan can also show you which areas you need to improve on. One of them may be your value proposition. Lots of recruiters go to a new territory, desperate to be a success. That desperation is why they fail. See, desperate people are hard to trust and difficult to like. If you're going to be effective and successful in breaking a new market you need to create amazing value for your existing clients. Stop asking your clients to help you when you go to a new market and start offering your expert support instead. Flip the narrative.

Your branding and messaging should address the gap in the market that you've stepped in to fill. You should be saying 'We fixed recruitment for businesses in the UK. Now we're here to show you how to do that here too.' If you're going to break a new market, be clear about the track record you're bringing with you, and demonstrate from the outset that you can change the way your clients think about and experience their hiring process.









Lesson 3:

The number one reason that people fail to break new markets is a lack of focus. In order to make progress in a new market you need momentum. You need to niche down first, focus on what you're best at, find small pools of people to focus on and go in with confidence. In order to sell effectively to your clients you need to get them emotional. The people who are going to buy in to working with you exclusively for a six month period are not people who want to save time and hassle in their recruitment process. That isn't significant enough of a driver. Getting your client to invest in your product in the way that you believe they should requires a level of emotional investment that you simply can't get if you're peddling the same services as everybody else. You need to focus on the problems your potential clients have and offer a unique solution that solves them.

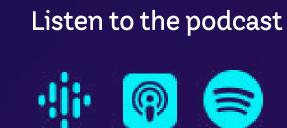
Your market isn't an industry and it isn't a sector, it's a community. It's people who care about the things that you prioritise in your business. Finding your people is the best way to break a new market, because it creates a genuine buy-in for your services from the start.

Lesson 4:

What I'm going to tell you next could be upsetting. Focusing on someone who's actively hiring when you're trying to break a new market is a flawed approach to sales, and I'd actually go so far as to say that you will never break a new market that way. Getting an active client to hire your candidate is quick and easy, but isn't the best way to grow your business. What you need to do is establish yourself in the space as someone who is credible, reliable and consistent, and constantly chasing the next vacancy will always make you look like someone who is constantly chasing the next paycheck.

What you need to do is work out how to win clients who are likely to hire in the next 12 months. Have a strategic conversation with them before they're even thinking about hiring and help them build a strategy. Strategies are where you win long term commitment, because that shows that you're invested in their business for more than a paycheck. You really want to be looking at whether businesses are going to be hiring enough people in the next year and whether you can build a relationship with them and win a permanent retainer. You've got to be targeting people who have enough space to make the strategic change that you're going to ask them to.







Conclusion

Now that you know how to approach sales with the right mindset, what the best sales techniques are and how to apply sales strategies, you're set to take your business to new clients and markets.

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