



How to Keep Clients Coming Back After the First Placement

Presenter: *Mike Walmsley*, www.mikewalmsley.com

Mike Walmsley has worked in the recruitment industry since 1988. Formerly a big-billing recruiter, he was one of the initial drivers of the international recruitment group, Parker Bridge, before subsequently becoming Managing Director and helping to mastermind a twenty-fold growth in staff size & financial turnover.

About This Program

This is a live presentation of Mike's topic entitled, *"How to Keep Clients Coming Back After the First Placement."*

Meeting: "How to Keep Clients Coming Back After the First Placement" by Mike Walmsley

If you are reviewing this Episode with a team, watch the entire video and use the following group discussion points to facilitate dialogue building on what Mike has introduced in this segment.

(Facilitator): Performing a "Client Satisfaction Survey" following each successful placement is a brilliant way to open the door for candid conversations with your clients. Listening and diagnosing how to better effectively serve those who are giving you the right to their business is an important piece of the placement process that should not be overlooked. However, it is natural to react in a slightly defensive manner (even if quietly or internally) and Mike's examples of constructive feedback from clients are likely commonplace. With each of the following below, how can you best respond and improve your matching and presenting process if you were to hear these statements from your clients?

Client Response: *"You sent over six candidates and only one of them was even worth interviewing; you aren't listening to what we are looking for"*

How to alleviate this in the future: _____

Client Response: *"You got lucky with this search; you only sent over one candidate and we hired him, but that was luck"*

How to alleviate this in the future: _____

Client Response: *"Once we hired the candidate, he told me all of the things you prepared him for during the interview and things you told him to say so he looked better than other candidates we were considering"*

How to alleviate this in the future: _____



(Facilitator): One of the suggestions Mike made was to engage clients in one-on-one informal meetings in order to strengthen the relationship. Whether over coffee, a cocktail, or lunch, take a few moments and go through the exercise Mike’s audience went through. Reflect on the following:

Run interview technique training sessions.

What other free added-value events can you put on for your clients?

What is something creative you can send to prospective clients?

Take some time to reflect on the following:

Who/what clients are you going to meet with? _____

How long are you going to be there? _____

What are you going to talk about? What questions are you going to ask?

- *What did we do well through the hiring process?*
- *What would you have wished we would have done differently?*
- *What problems do you have with other recruiters you are working with/have worked with in the past?*
- _____
- _____
- _____
- _____

What are some of the value-added free services or events you can put on for your clients and the hiring managers you work with?

- *Run interview training sessions for the leadership team*
- *Conduct a training session for gatekeepers within your client’s organization on how to recognize and screen recruiters from calling into the organization*
- *Conduct a networking event with key clients in the industry who have mutual professional interests*
- _____
- _____
- _____
- _____