

5

step plan to attract and retain high-performing recruiters directly.

A solution for the most time poor recruitment business owner.



If you're spending too much cash or your time on hiring recruiters

You're shocked at how difficult it is to recruit the best recruiters.

Or, given up believing you can be in control of recruiting the best recruiters, this guide is for you.

Don't worry, it's not just you... it's entirely different and a much tougher gig than recruiting candidates in other sectors.

If you are making your first hire or an established business and looking to make several hires for growth of your teams and ultimately your bottom-line profit, this guide will be helpful.

Just imagine for a minute if you could wake up tomorrow and you had a pipeline of the best recruiters that want to interview with you, what problems would that solve for you?

I wrote this guide for you as I hear daily how painful not hiring and retaining recruiters is to recruitment businesses, with some companies not being able to recruit at all!

This guide is to give you the secrets of how my team and I, at GSR2R have **attracted and placed star quality recruiters** to our clients for over 23 years.

Common complaints

The top common complaints we hear daily when it comes to recruiting and retaining recruiters is a:

- 1 Lack of choice at interview stage**
Seeing so few candidates, means companies are hiring and making do, rather than recruiting superstars.
- 2 Overpaying recruiters to get them to join**
Recruiters are so in demand and have lots of choice it makes even the poorest of recruiters seem in demand.
- 3 The counter offer**
The candidate accepts but takes a counter offer, after weeks of courting and interviewing they don't join which is annoying as you don't have a backup candidate.
- 4 Interviewing a superstar**
1.However you end up with an average recruiter at best 3 months later that is upsetting the team and overall culture.

Does this sound familiar to you ?

I talk to companies that go through all of these problems at the same time.

Great news !

These are all problems that are solvable. At GSR2R we know why the best recruiters move and what they want from their next company/career move. This information is gold when it comes to pipelining those important recruiters. After all WHO YOU HIRE is the most important decision you will make in your business.



A bit about me

I believe that every company regardless of size or location has the capacity to attract, hire and retain the talent needed to be successful. Who you hire determines your success.

For 23 years I have supported the recruitment industry by attracting the best experienced candidates for GSR2R clients.

Over this time the industry has changed dramatically and so has how we attract and retain the best recruiters. Keeping current is the key to successful hires and at GSR2R we speak to recruiters daily to find out what's important to them in their career and their new employers.

Sharing this information with our clients gives them the ability to shape their careers and hire the talent they need to be successful.

We've placed over 5,000 recruiters since 2001, with an average tenure of 7 years. This success is down to understanding and studying what motivates a recruiter to leave and join a new company.

In seeing how painful it is for a recruitment business not to be able to recruit the recruiters they need to move forward and deliver on their plans, the GSR2R Masterclass was born in 2019.

Since then, I have coached recruitment companies on a 1-2-1 or workshop basis, supporting them to secure their own hires.

My strategy and guidance is bespoke, and it gives me great joy to see how quickly the desired results happen for businesses as a result of me sharing and teaching our processes.

Everyone says I deserve a medal for recruiting recruiters for over 20 years, and yes, it is a harder market than most, however it's equally rewarding when you have a strategy that works.

Successful hiring is bringing in the right person into the right job at the right time with the right skillset for the business problem that exists.

In my masterclasses, I share the successful tactics needed to achieve an effective hiring strategy, elevate your internal and external reputation, and save money.

We've been positively influencing internal hires for 23 years and are here to help you reach the talent your business needs now.

The talent cycle to successful hires has 5 key points



1 Strategy

You know the importance of a strategy and companies have anywhere from 3-10 going at any one time.

An example would be, you wouldn't be in business without a client development strategy, however so few recruitment businesses have a strategy when it comes to hiring their internal talent.

Your success at attracting and retaining your star recruiters comes down to having an effective strategy.

A successful strategy to attract and retain the top recruiters should include:

- 1 Sense checking your offering (career, benefits, culture) is what the ideal hire you desire requires in the current market; without this matching you are not going to get off the starting blocks.
- 2 Is your remuneration package market leading? Average doesn't cut it anymore.
- 3 Creating a strategy for the next six to twelve months that your whole leadership team are aware of and onboard with.
- 4 Make sure everyone is clear on who is responsible for implementing each part of the strategy and have a clear process so it's easy to measure your progress and identify, opportunities to refine and optimise each part. If it's not working change it!

5 Have the right people working on this important strategy. Assess the skills of the individuals responsible for implementation and make sure they have the skillset, knowledge, and experience required to get the result needed.

6 Include in your strategy the tools, resources, and channels you will use to attract star performers.



Desire without a strategy is just a dream

TOP TIP: Take time to think about who you want to hire, what generation are they, how do they see the world, what's important to them in the workplace.

Then look at your career, benefits, and culture that you offer. Are they attractive or do they need upgrading to hire superstars.

Cheryl helped us through every step of the process. Providing great tips on how to update our website, helping us to improve our interview process, identifying types of people that would be suited to our way of working.

Now that all of that is in place, we can get on with the fun bit of growing our team

Theresa Durrant - Founder at Resource on Demand



2 Branding

We live in a world where people are turning to social media to help us make all our decisions, best place to eat out, holidays... the list goes on, so it is no surprise that social media today plays a huge part in a candidate's job search.

Recruiters themselves, understand the power social media plays in their role so they will 100% check out your social media before contacting you or whilst in the recruitment process.

The perception of your brand is people's reality of you. You may have aced it for clients and candidates, but what about for internal hires?

Branding to recruiters that makes a difference includes the following:

- 1 Look and feel on your social media channels as good as you are internally to work for.
- 2 Reflect your branding with the recruiter you want to hire in mind, use a language they would want to hear and resonate with. If you are a fun bunch that wears dress down to the office, reflect that, don't be over formal and have photos in suits.
- 3 Shout about what you offer! If you don't mention it the recruiter doesn't know you offer it! Don't be shy with your information.
- 4 Get the team involved, recruiters are more likely to buy into peers of their own generation than just want the business owner has to say.

5 Use all your social media channels to brand yourself as a great place to work, different candidates will notice you on different sites.

6 Positive Glassdoor and Google reviews make a difference, in a recent poll we ran, 76% of recruiters said that they check out company reviews before deciding to apply for an opportunity with them. Put some time and effort into this. 5* reviews get 5* recruiters.

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TOP TIP: Over the years all recruiters check out your work for us doc AND how many jobs you have on your website. Make sure your work for us doc, engaging, interactive with information from peers.

If you don't upload your jobs on your website somewhere mention that, not having visible jobs really puts recruiters off.

3 Attraction

The important one that everyone goes to as soon as they need to recruit! Whilst attraction is key it is only effective when you've nailed your strategy and branding. At this point you may call a rec2rec, I am a fan of this! Or go to LinkedIn and start sending messages, whilst this can work, to get results every time, your attraction plan needs to be consistent. Even when you are not actively hiring you need to be branding yourself to recruiters AND reaching out to them. This gives you a pipeline of top recruiters to reach out to when you are recruiting.

Attraction ideas

- 1 Have at least 5-10 different methods running at one time. This gives you the best coverage of the market place and to choose from passive and active candidates.
- 2 Quick wins come from your internal network. Have you heard good recruiters know good recruiters, it's true. The best and quickest way to get recruiters on board is through your current staff and your network.
- 3 Your internal referral scheme needs to be a showstopper. This needs to incentivise people that are money hungry, not we give you £200 in 6 months, you have just saved 5-10k on a rec2rec fee. If this is done well, you can hire 30% of your staff this way.

4 Write adverts that are effective to recruiters, make them sharp, to the point and avoid the boring corporate approach. Recruiters are not boring people! Recruiters will be scanning adverts all day, make yours stand out, be creative and make sure what you offer is at the top, if this stands out the recruiter will read on.

5 LinkedIn, is a great tool as recruiters use this platform the most. However, recruiters get up to 11, yes 11 messages a week! So you need to stand out and be different. Sending one message to say you are recruiting doesn't work. You need two campaigns that run over 6 months, not one message.

- Grabbing attention, look at us we are recruiting! Shout about who you are, what you do and get their attention.
- Nurture, keep in touch until they are ready to explore new roles and companies. Once you have their attention you need to keep in touch until that recruiter is ready to move, it can take up to a year to generate a conversation. However, be patient, everyone moves at some point.

6 Take time to give your rec2rec information and meet them if you can for optimum buy in. Take time to get to know your rec2rec and give them all the information needed to be able to represent you well. If they don't know everything you offer, you can say goodbye to getting the superstars you want. If your rec2rec doesn't want to know everything about you, find another one.

TOP TIP: If you are recruiting now, make sure you have both quick wins and long term attraction campaigns going on, if you effectively execute both these methods you will always have recruiter's to talk to for upcoming hires and unexpected hires.



There isn't a day that goes by that I don't refer to Cheryl's training. It's the most impactful training I've ever been to. I love Cheryl's delivery style and I couldn't recommend it more highly

Conrad Chant - Blue Pelican

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Interviewing



To recruit the best recruiters, that make you money and stop the cycle of recruiting OK people that come and go quickly, you must have a defined internal interview process that gives you and the management team confidence that you are hiring high performers that are going to stay long term.

Deciding they are the right candidate is hard enough however in the new world of virtual meetings makes it harder for the employee and employer to make the right decision.

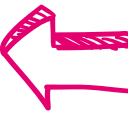
Candidate experience is key throughout the interview process, who the recruiter meets and if they feel their career will be nurtured by these people is a massive factor in their decision making.

WHO you hire is the most important decision you make within the business. It effects everything. The cost of getting this wrong at this stage is huge. Here's what needs to be in place at the interview stage to make the right long-term hires.

Three interview stages to offer max.

If you are organised this is plenty of meetings for you to make an informative decision. As well as meeting your management team, do introduce their potential teammates, recruiters are looking at this stage to be inspired by the management team and to gel with the team members.

NOTE: Recruiters will take less money to work with the right people.



Assess and test around the following: .

- * Skills for the role.
- * Motivations to be a high performer.
- * Values to fit into your culture.

You need all three for your hire to be successful and stay long term in your business. Do your management team really know that they are looking and how to assess these skills?

Don't forget to use probing questions and ask for examples. Sounds basic but it's rare for people to test skillset. Recruiting on that gut feeling, or the candidate being engaging doesn't ensure they are a high performer, or the right culture fit for you, testing does!

Give over relevant company information that covers the needs, wants and desires of the candidate. Stop selling how amazing you are as a business and how fun you are and listen to what the candidate wants. To secure the best recruiters when you talk about your company make sure you cover what they need, want and desire from you, biggest mistake made here is that people only talk about what the desire.

Candidate experience at this stage is key to an acceptance when offered. A pleasing, positive experience to the candidate is a must.



TOP TIP: At offer stage give factual details around the desk they would be going onto, for example, clients you have worked with, number of relevant candidates on the database, billings in the last 3 years. This can be a positive game changer.



Within 3 months of the masterclass with Cheryl we have successfully hired 4 experienced recruiters which we hadn't been able to do for 10 years prior!

Managing Director - International IT brand

5 Onboarding

Onboarding is vital to retention because it's a recruiter's first impression.

Not only of your company, but how you value, and invest your time in your recruiters. A true onboarding experience engages employees, creating recruiters that are committed to your company's success long term.

It helps retain new hires by making them feel like their contribution, growth and development is as important to you as it is to them.

Onboarding is not showing someone how to use your systems! A good onboarding plan will embed someone into your culture, give them clear outlines of what's expected, when done well it will build emotional connections, and create loyalty.

Harvard Business Review research shows that with an effective onboarding plan you'll achieve:

50%

greater employee retention among new recruits

62%

greater productivity

Doesn't matter if you are a smaller business or a giant, this is important to the success and retention of recruiters.

Your onboarding should include:

Have a business plan for onboarding with a system that lasts between 3-6 months. Get a range of people involved and play to their strengths.

The first 90 days will be the most structured and then regular touchpoints for the following 3 months.

Set out how you like to do business and your values around this. Just because they are an experienced recruiter it doesn't mean they have an understanding of what you would like.

Your managers should be leading your onboarding process, not HR. Managers and team members play a crucial role in culture transfer.

Make sure your training is accessible in different formats like video, audio, and infographics. It's important to make it interesting and easy to digest. Everyone learns differently.

Have your new recruit's diary already loaded with their training, meetings, 121s and anything else you include in your onboarding so they're already busy from day one.

Take into consideration hybrid and remote workers and have a consistent onboarding process regardless of where the person works.

TOP TIP: Make sure they understand how all parts of your commission work, when it's paid and what your benefits are, and keep reminding them. I have worked with companies where recruiters were leaving to get benefits when it turned out they had those benefits and just forgot!

Spinks was very fortunate to experience Cheryl Wing's masterclass session following our recent rebrand. Cheryl took the time to reflect and analyse our approach, language and what great things we had to offer.

Ultimately a brilliant session to understand fully who our audience is, what they need to hear and where we are going as a team.

Robin Beattie - Managing Director at Spinks

Thank you

My intention for this guide was to give you a great starting point to make the improvements that are going to help you and your business to grow. It is totally possible for you to have a direct hiring process that works and that you're proud of.

You may be wondering why, as the owner of a rec2rec business, I want to empower you to take control of your own internal recruitment and save on your rec2rec spend. I'll be honest with you, I want to make a bigger impact. There's a limit on the number of clients we can recruit for, I can positively impact way more recruitment businesses with their internal recruitment through our masterclasses.

Cheryl Wing

Found this guide useful and ready to take control of hiring the best talent for your business?

Look, we get it. You don't spend your days twiddling your thumbs, you're busy people, which is why we don't just give you a load of theory we work with you to implement the resources to quickly see results.

The Talent Cycle to Successful Hires is what we use day in day out to attract and successfully place over 5,000 experienced recruiters. We speak to recruiters day in and day out and we refine and tweak our approach because of this, so everything we teach you is relevant and up to date. We're not peddling the same old outdated fluff that doesn't work anymore.

We know you're not like other recruitment businesses and we'll never treat you like just another recruitment business. It's an honour for us to join you behind the scenes in your business and infuse our knowledge with your unique magic and values.

All of our work together is bespoke around your needs as a business and where you are currently with your recruiting. Your sector and the types of recruiters you want to hire and retain form a crucial part of the process.

There's no one size fits all around here.

While we absolutely do work with companies that want to start from scratch or completely overhaul their internal recruitment process, we do most of our work with companies that are great at some parts of the talent cycle and just need a few small tweaks to get the results they want.

The results they want are things like this:



- ✦ Confidence in a hiring structure that not only works but they're proud to put their name to.
- ✦ Increased numbers of direct applications that fit the bill.
- ✦ Candidates that accept your offer over the others.
- ✦ Recruiters that thrive in your culture and stay long term.
- ✦ Saving £10,000's on rec2rec spend.

Contact us



If you'd like to find out how our support could benefit your business, get in touch.

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Cheryl's masterclass has really helped move the team on and has probably done in a week what would have taken me months to get to!



**David Glanville - Digital
Engagement Lead at Covea
Insurance**