

## Three foolproof steps on how to consistently bill £25k a month – and stay calm and in control.

When I first started in recruitment, I used to think that if I worked as many roles as possible and interviewed at least two or three people a day, I would make a lot of money. I did but it wasn't sustainable and there were many days when I felt everything was out of control. Every holiday, as soon as I stopped, I got ill. It became a running joke with my mum that I was sick every Christmas. There are only so many Christmases that you want to be sick. I reached the point where enough was enough - there had to be an easier way to billing well, billing consistently whilst feeling calm and in control.

You may have learned the hard way like me or perhaps what I have said resonates in some way. If so, read on. Here are my three foolproof steps to calm and controlled recruiting which leads to £25k + a month - and consistency. I promise you, it works and I no longer get ill at Christmas!



Some of these tips are going to make you gulp hard and you may think I'm a lot braver than you – or just plain mad – but, I am living proof that these practices work and I use them to train my team which is further proof that they work.

### 1. CHOOSE TO WORK ON 1 ROLE A WEEK

'Why would I do this?' I hear you ask. If you fill one role a week - which means four roles a month - and let's say, you miss out on one, then that makes three placements a month. How do you feel about three placements every month? That will give you £25k + a month. What commission will you earn from this? But which role do I choose, I hear you ask?

- Certainty is the name of the game and you only get certainty with filling a role if it's exclusive. Exclusive = 100% certainty of filling it. Have you asked your client for this? If not, ask right now!

- Pick a role worth £9k or more (thinking three placements, so the worst case scenario is £27k)
- Work out a plan on how you are going to fill the role at the beginning of the week – write out a checklist (advert, headhunting, mail shot, job boards, referrals etc)
- Block out chunks of time in your diary to focus on working your way through this checklist – you need to go all out on this role and that takes time
- It's not hard to fill a role if you focus on it, keep the quality bar high and keep going – but only for a week, remember

## 2. EDUCATE YOUR CLIENTS RIGHT NOW

This is how you fill your roles with deep-level resourcing to find candidates 'in the market' rather than 'on the market'. They will be getting the best 'of the market' rather than the best person available at the time. If you resource 'an inch wide and a mile deep' you will find amazing people for your clients.

If you find them three to five great candidates, you will fill the role and you will both be happy. That means registering, at the most, five people a week - does this sound manageable? The better you are at identifying quality, the fewer people you will need to meet. Do you feel calmer and more in control knowing that you only need to register three, maximum five, people a week? I looked at my ratios of filling roles and as soon as I knew I needed to register no more than three people to fill a role - happy days - life was easier. I got the control back.



## 3. WHAT TO STOP DOING?

So now you are asking your clients for exclusivity, resourcing on one role a week and registering no more than five people. The next step is to look at what you need to stop doing so you bill consistently. Stopping can often feel harder than starting

something new as habits aren't always that easy to break. This is what I suggest you stop doing as soon as possible.

- Stop juggling low level roles and undervaluing yourself and your worth immediately – believe in your abilities
- Stop overcommitting yourself on roles and educate your clients now on your new way of deep-level resourcing
- Stop taking on roles which other agencies are working on
- Stop resourcing on roles less than £9k
- Stop interviewing candidates 'just in case' you may have something for them unless you know you can get them 2 - 3 interviews straightaway
- Stop agreeing to fees that are not worth your precious time

The Works Search have been established for 18 years, and are committed to providing exceptional, quality-driven services to their clients and candidates. The Works' values of ensuring exceptional experiences, knowledge and care have forged their success in the PR and corporate communications sector, and ensure their unique and outstanding reputation.

We are always interested in speaking to excellent search professionals who are interested in joining our team. If you are interested in having a confidential chat about your current situation and career plans, feel free to get in touch with Sarah Leembruggen on 0207 559 6690, [LinkedIn](#) or email [sarah@the-works.co.uk](mailto:sarah@the-works.co.uk).