RecruiterFit.co.uk

“Helping recruiters achieve their fitness potential in the business world”

Alan Clarke

"You win the fight in the training camp, not on the night of the fight!"

What does RecruiterFit offer?

Whether you are a one person business just starting out or an established business with multiple recruiters then RecruiterFit can provide you with 'no nonsense' recruitment training.

RecruiterFit offers training in house as well as online videos to provide recruiters with the skills and techniques they need to create/build a healthy and sustainable business.

In brief RecruiterFit offers:

- In-house training can be specifically tailored to your individual and business needs.
- Courses can be designed to minimise the impact time away from desk.
- In-house programmes offer the chance to interact, ask questions, practice and receive direct constructive feedback and guidance.
- Programmes can be designed to be used in conjunction with the RecruiterFit videos.
- Each video is clearly named so you know exactly what to expect and each one lasts no more than 25 minutes. (75% are less than 15 minutes – to aid attention as well as retention levels).
- The videos start with a short explanation of what will be covered, followed by clear instruction and finished with recommended actions to implement.
- These videos can be used as part of your on-boarding/induction of new starters as well as refreshers for existing recruiters even if they have been trained previously.
- They can be viewed whenever you want - from your phone, tablet, PC, at work, on the move or at home.
- The RecruiterFit videos can support managers who don't have the time to perform training, particularly when they have personal targets to achieve.

Why the name RecruiterFit?

Alan Clarke (founder of RecruiterFit and previously Detraco) aims to maintain a reasonable level of fitness himself and even converted his garage into a mini gym. It was during a workout session that he came up with the name and the idea for RecruiterFit.

He knows how important it is to keep in shape both mentally as well as physically and is a great believer in the 'mind-body' link. He understands that recruiters and business owners alike also aim to have a healthy profitable business where the people and the business are both in good shape.

The aim of RecruiterFit, as the name suggests, is about getting people fit to perform well in the recruitment world. Through experience Alan has identified that some companies either don't offer training or their existing programmes are not 'fit for purpose' (a phrase that has been used by recruitment owners and managers alike).

Some recruiters like to go to the gym and companies encourage this through offering gym memberships, ride to work schemes, in-house gyms and charity events involving physical pursuits.

It was therefore a combination of Alan's personal fitness aims, managers stating their programmes not being fit for purpose and the number gym bunnies in the recruitment world that the concept of 'RecruiterFit' was born.

Where's the Fitness Link?

When people go to the gym they are not usually thinking about the monthly cost whilst exercising. Instead they are thinking about their investment in their physical and mental wellbeing, their new levels of fitness, strength, speed, energy, agility, power and overall look. If you want your people and your business to have these qualities, then RecruiterFit can help.

Alan is aware that fitness regimes have developed over the years and so too have recruitment practices/techniques. Some people like to slog it out for hours on treadmills, cross trainers, rowing machines, bikes or pounding the streets but others don't have the time for this, preferring a HIIT (High-Intensity Interval Training) session.

Some recruiters find 1-day training sessions too long and cannot afford the time away from their desks. Their preference would be to have short sharp and meaningful training sessions that have a lasting effect – and that's what the RecruiterFit videos in particular have to offer.

Who is Alan Clarke?

Good question, who is this guy? Well, Alan has been training recruiters since 1997 and during this time has developed a unique delivery style that instructs, engages and motivates the people he trains and works with (some would say 'an entertrainer').

His energy and passion is evident during training sessions. His wealth of international experience and exposure to many market specialties add real life and meaningful value to the training. As at 2024 he has trained over 11,500 people in recruitment, from researchers through to managers and company directors across 17 different countries.

Alan has worked as a consultant with exposure to High Street recruitment through to Executive Search and landed his first training job at Blue Arrow as an induction trainer. After 2 years of receiving consistently outstanding feedback he was headhunted to set up a training division at a firm of headhunters in London (ECI Human Capital) where he developed their graduate programme, induction, management training courses and everything in between. A testament to his ability to work with people at every level to the highest standard saw him rewarded with Employee of the Year every year for the 5 years he was there.

In 2005 he set up Detraco Limited offering a range of in-house training programmes and one off events to recruitment companies across the globe and for the first 5 years also worked as a freelance trainer for Lander Associates. He continually receives outstanding feedback and clients come back year after year, some of them being people who he initially trained as consultants and who are now business owners or managers/directors.

The combination of personal experiences, experiences of others, his energy and passion for the business allows him to deliver memorable training events and work with large groups of people. As a certified NLP Practitioner he adds another dimension when working with individuals in 1:1 scenarios.

Alan continues to work very closely with clients developing training programmes at all levels within the business and he understands the challenges that recruitment companies face. To that end he has developed RecruiterFit to offer new and existing clients additional cost effective support through a suite of on-line training videos.

On a personal note he has been married for 33 years (as at 2019), has 3 children and 3 grandchildren that he definitely needs to stay fit for. As well as the gym he occasionally attempts to hit a little white ball into a small hole hundreds of yards away.

"Train, retain and gain!"

What if I want in-house training?

The recommendation would be to have an initial exploratory discussion, usually best face to face (where location allows), to identify exactly what it is that you need. It is just as important to understand the culture of your organisation as well as any previous and/or current training that has been or is being delivered. This helps to identify where things are working well and what areas need improvement.

Recruitment organisations differ vastly in the way they manage their people, targets (KPI's/MAS's etc.), specialisations, language and how they train their people. It is therefore vital that any external training provider understands your way of working to ensure consistency with your company values, philosophies, vision etc. to aid the transition from classroom back to desk.

It is also important that your people receive consistent messages as this makes the learning easier for them, cements what they may have already been told and makes the management process a whole lot easier. When your internal messages are reinforced by an external person it often carries a bit more weight.

Following these initial discussions draft training agendas (unless of course content is agreed during the initial meeting/conversation) will be drawn up for you to review to ensure they include what has been discussed/agreed. Once these have been agreed it's then all about the logistics in terms of delegate numbers, dates and venue.

Courses can be either half or full days, times to suit your business and delegate numbers are restricted only by room size usually. Other considerations are how many people you are happy to have away from the desk at any one point in time with adequate cover left on the floor. Ideal group sizes vary between 4 and 8 but of course there is flexibility here to suit your needs.

If you have facilities onsite where training can take place then this would obviously keep the cost down, although some companies deliberately organise an external venue so that delegates are not distracted by going back to their desks. The training room(s) must be comfortable enough for delegates to work in and room enough to move around for breakouts and exercises.

It is important that the training room environment is conducive to a learning environment with no/minimal distractions. RecruiterFit will provide training handout packs (unless otherwise agreed before an event) for delegates to write their training notes and actions as well as this being a permanent reference guide for them back at their desk.

Prior to the course delegates are emailed details of the event(s), together with trainer expectations and a copy of the agenda (some companies prefer to do this internally). The relevant time(s) and date(s) must be blocked out in their schedules and all delegates must plan to be 'away' from the office for the duration of the training.

After the course delegates are encouraged to e-mail copies of their action points to their managers and provide any feedback direct to them about the event. When on site, feedback can be provided directly to the managers immediately after the course by way of debrief. It is also recommended that each delegate arranges a debrief with their respective manager within 24-48 hours of completing the course to discuss personal actions going forward.

How much does it cost?

In house training:

A one day course is £1,300 plus VAT* up to a maximum of 12 delegates. Additional charges will be included for larger groups. Half day courses are £750 plus VAT*. (UK based clients only)

On-line coaching/tutorials are charged at £200 per hour plus VAT.

This cost includes course design**, online meetings and calls beforehand to put the session together, delivery and a client branded training manual for each session.

**For clients who want specific design, tailoring or to include their own in-house documents and processes, there will be a design cost of £600 per day and you will be advised in advance if this is necessary.

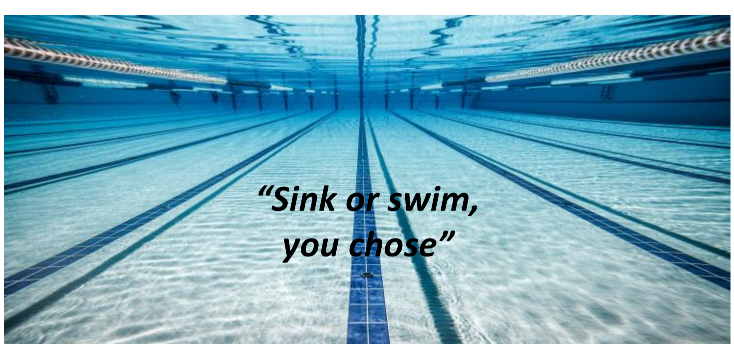
For London based clients travel expense is included. Outside of London mileage is charged at 40 pence per mile. For any work outside of the UK then hotel and flight costs will be met fully by the client. Train costs and hotel costs to be met by the client.

All invoices must be settled in full prior to the 1st day of training commencing as a sign of your commitment to the event. Any costs associated with the training venue including lunches, refreshments etc. will be met by the client and therefore entirely up to you what you wish to include for your delegates.

On line video training:

Sprint package	= Single user licence is £50pm
Middle distance package	= 5 user licences for £75pm (equivalent to £15 per person)
Long distance package	= 10 user licences for £100pm (Equivalent to £10 per person)
Marathon package	= 20 user licences for £125pm (equivalent to £6.25 per person)
Triathlon package	= 25+ user licences for £150pm (equivalent to £6 per person)

All prices are net of VAT



What training is offered in house?

Detailed below are some examples of training agendas used with other clients, all of which can be tailored further to meet the needs of individuals and the business.

A lot of the content you see below is also covered on the on line video training sessions and programmes can be written to include a combination of RecruiterFit on line video training and classroom training.

The first 5 modules listed here are a typical induction programme that can run over a week or 3 months+ timeframe (they are all 1 day sessions):

Module 1: Essential Recruitment Skills

- Course objectives and introductions
- Key qualities required to be a successful recruiter
- The permanent and contracts recruitment process
- Understanding permanent and contract recruitment from a client and candidate perspective
- Quality versus quantity – how to build a quality pipeline of business
- Planning and prioritising techniques
- Key questioning techniques
- Effective listening and communication techniques
- Overview of candidate sourcing strategies
- Approaching candidates from the database or social media sites
- How to gain quality candidate referrals from candidates
- Dealing with candidate responses
- Understanding the value of networking to build your ‘contacts’
- Market mapping and understanding organisational/team structures
- Actions and close

Module 2: Candidate Generation and qualification

- Re-cap and questions from Module 1
- Understanding the different headhunt approaches (Direct, indirect and generic)
- Dealing with gatekeepers
- Structuring the headhunt calls
- Introducing yourself and getting through to your intended target
- Selling/pitching the opportunity through a structured approach
- Closing the pitch to gauge initial response
- Dealing with candidate responses
- Agreeing the next step and dealing with different outcomes
- Candidate interviewing and qualification
- Identifying candidate motivators/reasons for leaving
- Listening and watching out for candidate red flags
- Gaining candidate achievements
- Generating job leads and market information during candidate calls
- Closing techniques used throughout the process with candidates
- Actions and close

Module 3 – Business Development – Part 1

- Understanding sales and what is needed in order to sell
- Looking at what stops people from selling
- Knowing what you can get from a sales call
- Dealing with gatekeepers
- Structuring an effective business development call using the 8 point plan
- Planning and preparing for the call(s)
- Different ways to open the call up and introduce yourself and your company
- Learning how to structure sales bridges
- Understanding elevator pitches and when they can be used
- Learning how to flip headhunt and reference check calls into BD opportunities
- Marketing candidates to clients
- Understanding client dominant buying motives
- Marketing call objectives
- Business development questioning techniques
    - Learning how to give your conversation structure and gain key information
    - Identifying the clients pain points through questioning
    - Turning up the heat on the client's pain points to establish urgency and importance
    - Using questions to help the client make a buying decision
- Actions and close

Module 4 – Business Development – Part 2, job qualification and negotiation

- Re-cap and questions from part 1
- Summarising key points and getting the client receptive to hearing about your solution(s)
- Looking at what you have to offer
- Selling the benefits of your company through FAB statements
- Closing for the next stage and commitment
- Follow up activity after sales/BD calls
- Understanding objections and how to deal with them
- Handling client objections with specific examples
- Knowing how to state your terms/rates confidently
- Negotiation tips to ensure best results for all parties
- Knowing what you have/do to build value
- Understanding your own negotiation parameters
- Recognising the difference between a job spec and a fully qualified job
- Convincing the client to provide full job information
- Checklist for qualifying the job
- Actions and close

Module 5: Client, Candidate and process Management

- Qualifying clients and candidates from the start
- Planning ahead to avoid peaking and troughing
- Understanding where control is lost
- Client education
- Closing techniques - refresher
- Understanding why we need to conduct preps/briefs and de-briefs
- Preparing candidates for interview
- Briefing clients for interview
- De-briefing both clients and candidates
- Dealing with the next stage(s)
- Reference checking
- Understanding, pre-empting and dealing with counter offers
- Broking/negotiating the offer
- Going beyond the placement – Post sale calls
- Developing relationships
- Deal breakers and how to pre-empt/deal with them
- Actions and close

Other training topics

The following list is broken down into sections (where possible) so that you can see typical topics that can be trained. If you cannot see what you're looking for then get in touch.

Sales/Business Development calling

- Understanding selling, what you need to be effective and what stops people from selling
- Knowing what you can get from a sales call
- Understanding and dealing with gatekeepers
- Planning and making business development/Sales calls
- Introducing yourself and bridging the call using sales bridges and elevator pitches
- Seeing how Headhunt calls can be flipped into BD calls
- Marketing in of candidates, why we do it and how the client benefits
- Structuring the marketing call
- Effective questioning techniques
    - Practical areas to investigate factual information
    - Identifying Past and present problems
    - Building on those problems to create a buying scenario
    - Creating an acceptance to a potential solution
- Knowing how and when to summarise
- Recognising what the dominant buying motives are
- Selling the appropriate Features and Benefits of your service
- Dealing with client objections

Lead generation

- Understanding what lead generation is and why we do it.
- What constitutes a lead?
- Defining leads.
- Where leads can be gained.
- Generating leads.
- Knowing what to listen out for.
- Identifying follow up responses to lead 'clues'.
- Minimum information to be gained from a lead source.
- Additional information that would be beneficial.
- Questions to ask to generate leads.
- Dealing with responses to lead generation questions.
- Following up on leads.

Job taking and qualification

- Reasons why we need to have a fully qualified job
- Convincing the client to provide us with full briefings
- Working with the Client to ascertain a complete and accurate Candidate profile
- Key questions to ask the Client and understanding their language
- Does your meaning match the Client's meaning?
- Testing your understanding of the clients language
- Identifying key questions to ask the Candidate in interview
- Qualifying the job
- Confirming the job and actions
- Knowing how to confidently sell/represent Candidates to Clients
- Learning ways to be flexible in our use of language when selling/representing Candidates
- Facing Client challenges and/or tricky questions

Candidate sourcing and approaches

- Different ways to source candidate
- Database, Candidate update calls, Advertising, Networking and Referrals
- Headhunting
- What is (the perception of) headhunting?
- What it involves and when it is appropriate
- The benefits of headhunting
- Identifying source companies / mapping the market
- Why people move and motivating factors
- Structuring the approach call
- Selling the opportunity
- Handling candidate responses

Client, candidate and process management

- Recognising where control is lost and what can be done to minimise this
- Understanding the importance of closing Clients/Candidates throughout the process
- Closing techniques that will help to ensure more Client and Candidate control
- Maintaining Clients and Candidates interest and motivation
- Reviewing current pipeline and what else may need to be closed
- How to effectively prepare your Candidates and clients for interview
- De-briefing Candidates and Clients post interview and closing for the next step
- Handling Candidate rejection from the Client
- Dealing with 'awaiting feedback'
- Broking the offer
- Maintaining contact post placement with Clients and Candidates
- The resignation prep and de-brief
- Reference checking
- Knowing why counter offers happen and dealing with them

Client meetings

- Understanding the different types of Client meetings
- Positive and negative experiences of Client meetings
- Benefits of Client meetings to all parties
- Arranging/selling the meeting to the Client
- Planning the meeting and establishing purpose of the meeting (objectives)
- Technology in the meeting
- Who's who in the meeting from a Client and your perspective
- Arriving at the meeting, first impressions and ice breakers
- Controlling/running the meeting
- Dealing with questions
- Summarising and selling accordingly
- Closing the meeting and agreeing actions
- Following up after the meeting

Retainers

- Definitions: Retained Search, Retained Advertising and Contingency
- Client Selection – knowing your target market
- Targeting new and existing clients
- Identifying when to sell a retainer
- Benefits of retained business to all concerned
- What clients buy
- Key differences between contingency and retained business
- The retained recruitment process
- Asking intelligent and specific questions
- Selling the retained service
- Handling objections
- Presenting the shortlist

Account Management

- Defining account development and management
- Understanding reasons why we want key accounts
- Understanding reasons why a Client would want to be a key account
- Planning to be more prominent within your Clients business
- Understanding how visions play a part in account development and management
- Developing the business through products and service
- Utilising your strengths to secure future business and to be considered a main provider
- Objections you may face
- Defining excellent customer service
- Key strategies to win/secure/maintain profitable business accounts

Building a business

- Identifying who you could do business with
- Identifying who you would want to do business with – Client profiling
- Building a balanced business
- Understanding peaking and troughing and how to build consistency of pipeline
- Understanding the needs for KPI's, figure analysis and monitoring
- Reviewing activities, results and ratios to help you plan and prioritise
- Understanding the importance of business relationships
- Key stages in building beneficial business relationships
- Developing specific actions for building Client/Candidate relationships
- The Sales/Growth Cycle; the importance of personal organisation
- Short, medium, long term planning
- Understanding company visions

Negotiation

- Understanding negotiation, what makes it difficult and why do we it?
- Stating your fees with confidence
- What do you have to build value?
- Knowing what makes a good negotiator
- Planning the negotiation
- Negotiation behaviours
- Negotiation tactics
- Identifying signs of movement
- Dealing with specific price objections
- Knowing the 40 common mistakes of negotiation

Train the trainer

- The role of a trainer
- Learning to learn
- Identifying training needs
- How do people learn and categorising learners
- Delegate/Trainee expectations and dealing with them
- Structuring a training session and writing course objectives
- Designing the training event
- Trainer notes, trainer tools and appealing to the senses
- Learning aids
- Running successful role plays objectives
- Purposes of role plays and dealing with perceptions
- Role play preparation and controls
- Evaluating the training
- 4 stages of learning
- Trainee action Plans

NB: The train the trainer course is usually 2 days split over a few weeks.

During parts 1 and 2 delegates are expected to identify a current business need or skills gap and then design a training program to suit.

Part 2 – delegates will deliver their training session to the other delegates and receive constructive feedback with the ultimate aim having a set of programs that can now be used in-house.

Typically, this would be for people who have responsibility for coaching, managing, mentoring people or who are aspiring trainers.

Management Training topics

- Identifying what type of Manager you are
- What should managers be/do in organisations?
- Looking at how managers influence.
- Consistency of management within the organisation
- Defining success and how people achieve this
- Identifying where your time is spent
- Running effective internal meetings
- Causes of de-motivation and how to motivate employees
- Identifying roadblocks to success both internal and external
- Understanding co. Visions and how they can be achieved
- Introducing the 3 secrets of the One Minute Manager (Blanchard and Johnson)
- The importance of goal setting
- Setting clearly defined goals
- Learning how to develop your people behaviour and attitude
- Effective praising and reprimanding
- Applying the 3 secrets through learning the ABC's of management
- Improving your peoples performance through using the PRICE model
- Identifying the differences between Managers and Leaders
- Balancing your time as a manager/Leader
- Introducing Situational Leadership
- The art of coaching and delegating
- Identifying characteristics of successful teams
- Understanding key stages in team development and your role in it
- Using team and personal SWOT analysis to good effect
- Identifying ways to deal with the loss of MOJO
- Dealing with the 'say – do' gap and people in comfort zones
- Creating a high performance culture and a winners discipline

See next page for how these topics can be broken down

4 half day training sessions 09:00 – 13:00

Management training program for new (billing) managers

Module 1: Introduction to management

- Can managers be categorised accurately?
- What challenges will you/do you face as an emerging manager
- Identifying what type of manager you are
- What should a manager be/do in an organisation?
- How you influence people (Circles of influence)
- The language and behaviours of a manager (Cause and Effect)
- Consistency of attitude within the organisation
- How managers should drive company visions and values
- Defining success and how people achieve it
- Identifying what causes demotivation and how to motivate people

Module 2: Managing people's performance

- Recap from module 1 and results of project work
- Balancing your time as a billing manager
- Introducing the One Minute Manager
- The importance of goal setting
- Setting realistic goals with your people
- Developing people's behaviour through praise
- Knowing how and when to reprimand behaviour
- Learning how to redirect people when they don't get it first time
- Understanding the difference between Activators, Behaviours and Consequences (ABC's
- Looking at how best to communicate the message
- Actions and close

Module 3: Managing/leading people effectively

- Recap from module 2 and results of project work
- Running effective internal meetings
- Differences between a mentor and a coach
- Benefits of having a mentor/coach
- Identifying the difference between leadership and management
- Introducing situational leadership
- Learning how to manage/lead people using 4 different approaches
- Coaching individual performance
- Knowing when, what and how to delegate

Module 4: Building high performing teams

- Re-cap from module 3
- Identifying characteristics of successful teams
- Understanding key stages in team development and your role in it
- Encouraging ownership of key performance measures
- Using team and personal SWOT analysis to good effect
- Dealing with the comfort zone
- Identifying ways to deal with the loss of MOJO
- Creating a winners discipline and a high performance culture
- Revisiting challenges faced by managers
- Program overview and Q and A
- Actions and close

Other

- Differences between contract and permanent recruiting
- Overview of the recruitment process
- Knowing what it takes to be a successful recruiter
- Questioning and listening techniques
- Understanding how our communication is impacted by our style of communication
- Mapping your market
- Name gathering
- Understanding planning and prioritising
- Planning your day
- Planning for the short, medium and long term
- Thinking about the future and questions to ask
- Identifying and dealing with time wasters

What is the next step?

Go to the contact page on the website and submit your enquiry using the 'get in touch' function.

Another option is to email Alan directly at alan@recruiterfit.co.uk

Or call (0044) 7958 789472

"You have the tools, let's get fit!"