

'NO TIME TRAINING'

One improvement per week for experienced recruiters

Jump in a helicopter with me and take a look down on your experienced recruiters. How many of them could and should be billing at least an extra £25,000 to £50,000 a year?

Assuming you have, say, 4 recruiters that's an extra £100,000 to £200,000 that should be sitting in your company's bank account.

So why isn't it?

There are reasons why some recruiters bill 5 or 10 times more than others in the same marketplace, with the same types of candidates, a similar work ethic and similar intellect.

I know this because I billed £1M in a single year myself and I've coached many people to double or treble their billings - and yet the REC tells us that average industry billings per recruiter hover around £100,000 or less.

You can change that, starting today.

Let's wave a magic wand.

In the next 12 months, every one of your staff will improve one skill per week AND IT WON'T COST YOU A PENNY.

I'm talking about 10 recruiters, improving c 50 skills each throughout the next year. That's 500 improvements!

And, to repeat, it's FREE.

I stumbled across this simple, free billings improvement strategy many years ago – and it's this..

Weekly, 30 minute learning lunches run by managers.

Micro-training (short, weekly sessions resulting in one or two actions) have become increasingly popular in recent years. In fact, 'micro-training' has become the hot new phrase in the learning community, partly because millennials have grown up with devices, that deliver at lightning speed. A study by Microsoft even claims that the human attention span has decreased by 4 seconds since 2000!

I started running short, weekly training sessions 20 years ago (!) before it was called micro-training and it has a massive impact upon performance and morale – i.e. weekly, 30 minute micro-training sessions designed to create one improvement per week for each member of my team.

Crucially, I didn't need to plan for these sessions. Instead, I trained reactively to fix or improve an area of performance that I had observed needed fixing or improving.

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Remember, one improvement per week x 4 recruiters in your team = c200 improvements per annum. Later in this document you'll see examples of how to begin making those improvements for each person in your team **via reactive, micro-training sessions.**

"Hold on a moment, I haven't got time to run 30 minute, weekly micro-training sessions ."

You and your staff have to eat, don't you?

So, instead of you all each spending, say, 30 minutes each buying and eating sandwiches why not do this...?

- Once a week, you buy sandwiches for your team
- Spend the 30 minutes that you and your staff would have used to go to a café to improve one skill each week, whilst eating the sandwiches you have bought them!

That's why I call it 'no time training' – because it doesn't take up any extra time at all for you or your staff! So, no more excuses for not adding £100,000 to £200,000 (or more) billings into your bank account.

"They've all been trained."

Are you telling me that if you assessed the capability of your staff on a scale of 1 to 10, (with 10 being the best in the world), in objection handling, new business development, securing candidate and client referrals, headhunting, closing for exclusivity, fee defence, (and 50 or so other measures) – that they would all be 10 out of 10?

In fact, how would you assess yourself on a scale of 1 to 10, with 10 being the best in the world, against even the few points above?

"My recruiters won't want to invest 30 minutes per week"

Let me be blunt . This is a management issue. And when you buy their sandwiches instead of them have to leave the office, you can point out to them that they have not actually used any of their time at all (they've just used it differently – i.e. they didn't have to go to a café and spend their own money!)

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“My experienced recruiters tell me that they don’t need to attend training sessions because they are already good at it”

This is also a management issue. Invariably, the person saying that they don't need to attend is NOT the finished article, but they don't realise that. Here are some simple ways to ensure that they attend:

"I understand that you're already very good at X, that's why I need you to attend because:

"I'd like you to chair the session."

"I'd like you to share your experiences."

"It would be very powerful for the rest of the team to hear examples from you about how you do things."

"How would you rate yourself out of 10, with 10 being the best in the world, in regard to your ability in X? It's only 30 minutes, we always get something from the sessions and I really need you to be there as a team player to support the team. Even if you only get one idea or one reminder of something you've forgotten, it will be valuable for you."

“I am not good at training.”

You don't need to become a trainer. All you do is facilitate.

Please read the separate management training manual that came with this document as it explains in further detail how managers can drive improved performance whilst enhancing loyalty, retention and improved billings via weekly development/coaching sessions.

“We have an internal trainer.”

Great, but don't you think that managers should know the most about what needs improving within their teams? Remember, this is weekly training that reacts to the needs of a manager's team in order to improve one aspect of performance every single week for their staff. It's not an internal training session that staff can attend *'if they feel they need a refresher.'*

Note: Average people tend to give excuses for not taking action.

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Average people are happy trundling along. They don't like change. Ask them to read a chapter of a world class sales book or a clip from a powerful video and they tell you there's nothing new to learn (but YOU KNOW they should all be billing an extra £25,000 to £50,000 a year).

So why not consider this? Stop accepting these kind of excuses and start to proactively improve the performance of your staff every week.

Below is an example of how to begin making c50 improvements per annum for each person in your team WITHOUT any big impact upon time. Whilst at the same time, giving Millennials what they want (ongoing development) and improving morale and reducing the risk of your staff being headhunted.

And all for just 30 minutes per week - by you facilitating focused, weekly development sessions that improve one aspect of performance per week for each staff member.

Reactive weekly micro-training (example times)

- Weekly 'learning lunch' (e.g. sandwiches and refreshments from 1pm to 1.30 pm once per week)
- Weekly 'breakfast briefing' (e.g. coffee and pastries from 8.15 am to 8.45 am once per week)

Let's take a look at how a weekly micro-training session could work for you...

Scenario:

- You observe staff forgetting to ask for candidate referrals
- You remind staff during the week
- But, at the end of the week candidate referral results are poor (your KPI)

What do you think this week's 'micro-training' session should be about?!?

Average manager, (thinking)

"I don't have time to put together a training session, plus I'm not totally confident that my way of asking for referrals is world class. And, they've all been trained on how to secure candidate referrals."

Top manager, (thinking)

"My experienced staff have stopped asking for referrals and my trainees are following suit. I will facilitate a short session using a video from our training platform on how to secure candidate referrals – and I can brush up my own technique at the same time."