



# ***THE 7 HABITS OF MILLIONaire RECRUITMENT BUSINESS OWNERS”***

How to Build & Scale a 7 or 8 Figure Business  
without burning yourself out or working harder...

# You're going to discover...

- **What the 'big guns' are doing** to manage their team, generate profits and grow exponentially
- **How 3 of my clients added an extra £1M in 6 months** and kick-started their growth using a few simple 80/20 principle strategies.
- **Why I believe the '360 Model' is dying...** and the best way to structure your team
- **How to fire yourself**

# You're in the right place if you...

- Have an **existing team** that are not doing the level of sales that you need from them
- You want to **step away** from hands on billing
- You have **paying clients** and a **track record of success** and want to increase it
- Ready and willing to have a **shift in your business**
- You're **willing to invest time, energy and money** to get where you want to go

The path to scaling your business to a 7 – 8 figure turnover is always always, always simpler, **simpler, easier and faster** than you'd think...



**Business X Ray...**



# What to Analyse

1. Buying clients - top 20%
2. Candidates – top 20% skillset, location, job title
3. Figures and ratios - Placements made, jobs and candidates registered, 1<sup>st</sup> interviews, Average fee level, % jobs placed, % candidates registered placed, Number interviews : placement
4. Costs
5. Your People

**Inch wide...mile deep**



having a deep  
**understanding** of your  
customers...





Of their **needs**...



Where you provide  
**top quality services...**



That **match your customers**  
and their needs...



And you become the  
**go to expert** in your market.



Understand that  
**Less is More** principle...



# Questions to uncover your blocks...

- What are your biggest worries about niching?
- What would happen? How would that impact your life, business?
- What could you do to plan for that to happen?

**identify and refute potential  
blocks** to ensure success.



**Examine past performance**  
to uncover high potential  
focus areas...





**Take Massive Action**



**Slip Streaming...**





# Questions to Explore...

- Who are the consultants that are currently making the most money?
- What is their % of jobs placed in the last 3 months?
- If, as a team, they realize an increase of 10% on that amount how much extra revenue would that be?
- What about an extra 20%?
- Who are the high potentials in your business who could support the high performers and capture that 20%?

**Compelling Game Plan...**



Start with the end in mind...



*“Leaders Climb the highest tree in the jungle to make sure they are in the right jungle. Most managers are so busy chopping away at the under growth that they don’t even realise they are in the wrong jungle.”* Stephen Covey



“If we were meeting three years from today – and you were to look back over those three years to today – what has to have happened during that period, both personally and professionally, for you to feel happy about your progress?”



“Why do you have this particular vision?  
What beliefs provide the motivation for  
your thoughts and activity?”

“What are your core values? What do  
you want your business to stand for?  
What are the principles you want your  
business to stand on?”

Vision



Goals



Strategy



Priorities



Action

# Why Have Goals?



# Sense of Direction



- ◆ Know what you want
- ◆ Far better chance of achieving your goals
- ◆ Aware to know whether or not you're on track
- ◆ Flexible to make changes if you're not on track

# Focus Energy & Attention





**Avoid Wasting  
Time &  
Effort on the  
'Wrong' Goal**

- **Results**

Turnover, Profit, number of placements needed, number of buying clients per consultant, % profit, % credits, average fee level

- **Growth**

What new divisions will you have? What will be the average consultant billings? Number of buying clients needed to hit T/O target? % existing business development, % of new business development?

- **Clients**

Niches, geography? Number of buying clients, growth of existing business, new service offerings? Key account development – how many, average spend? Supplier of choice? Senior appointments? multi-contacts in clients? % excellence in service review?

- **Candidates**

Niche, geography? Candidate attraction, retention and growth – what measures? new service offerings? % candidates from non advertising? Candidate control and matching measurements? Number of quality candidates?

- **Teams**

Head count, retention %, consultant skill levels, new hires, succession planning, niches, location, incentives, hierarchy.

- **Profile**

Awards, reputation, branding, network, marketing?



**Set Moves....**





# Gold Job Stock

Transform Your Business Overnight

every time you know you're getting an A job  
you're 80% likely to place it.

Company did research in last 3 years...72% A jobs  
placed, 16% of B jobs, 8% C jobs.

Only filled 15% of roles, consultants were  
focusing on B&C jobs. If they could increase the  
commitment from client with A jobs they could  
increase %.



Assess your current job  
stock



# 6 Killer Questions

1. How long has the brief been open? (if longer than 4 weeks – the job's more than likely dead...)
2. Have you taken a FULL job brief from the client? Show me the full job spec.
3. Do you have a good understanding of the role (can you SELL it -3 best selling points of the job)?
4. Do you have MPC's (most place-able candidates) live for this job?
5. Are you dealing with the Decision Maker or HR? If HR or internal recruitment / HR are they on side?
6. Have you agreed a plan to fill the job with the hiring manager, including specific days and times when you will deliver a specific number of candidates to the client?

# Next Step Questions...

1. What have they (consultant) done to recruit for the role so far? Get an idea of what action has been taken. Ask yourself "is this something worth pursuing or a lost leader?"
2. Is this role attractive? I.e. great company reputation, good prospect, great brand and good salary?
3. Volume – can they make more than one placement from the same search? Re-purposing candidates.
4. Priority - Do you know what the timeframe is for the hire? Is the client chasing you on updates / delivery / progress?
5. How quickly does client come back to you with feedback on CV's or interview?
6. Have you met the client or booked in a virtual conference meeting to discuss the job?
7. Is client flexible on salary/experience...?
8. Do you know who all of the decision makers are?
9. How many other agencies are working on this job?
10. Do you have terms agreed and signed?

what an “A” job is and why  
you want more of them...



Now that you've gone through your existing live jobs it's time to focus on bringing on the right jobs from the start.





# Example Gold Job Criteria

1. Do you have a stable of candidates - is it in your core area?
2. Fresh - is the role less than 2 weeks old?
3. Exclusive or Retained?
4. Are they fussy - scores if they aren't fussy
5. Attractive - does the company / brand, role, and salary all make this an attractive proposition?
6. Volume - more than one placement can be made from same search
7. Priority - Are they chasing you on updates / delivery / progress?
8. Hiring Manager on side - do you have direct access to decision maker to influence process?
9. Recruitment / HR on side - no barriers, working with you as opposed to against?
10. Meeting - have you met the hiring manager to discuss the assignment?

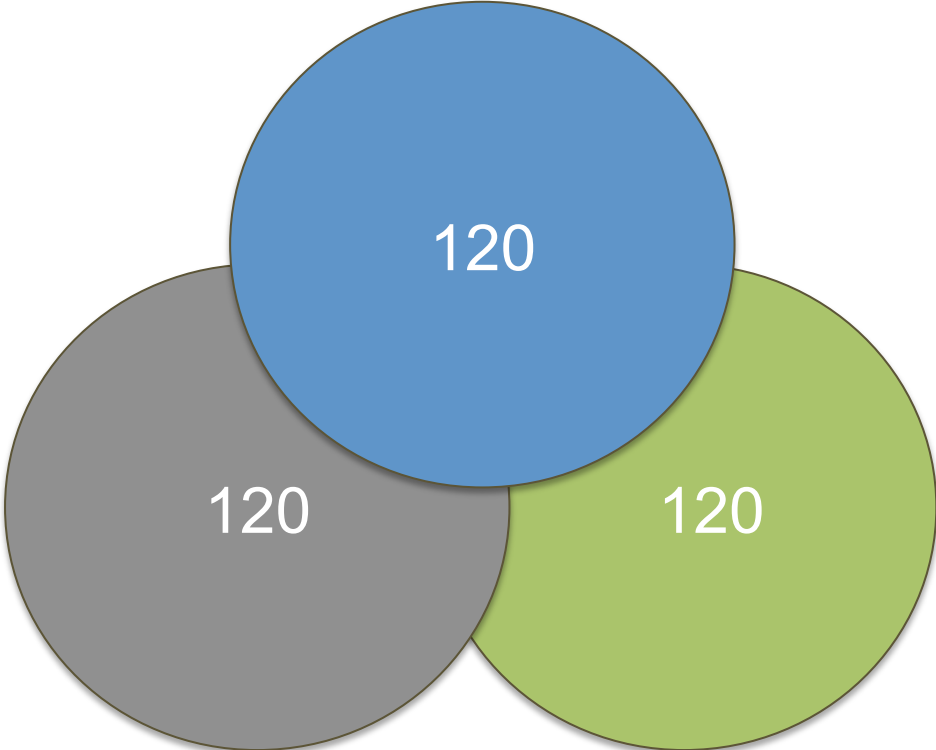
# Ultimate Recruitment Team

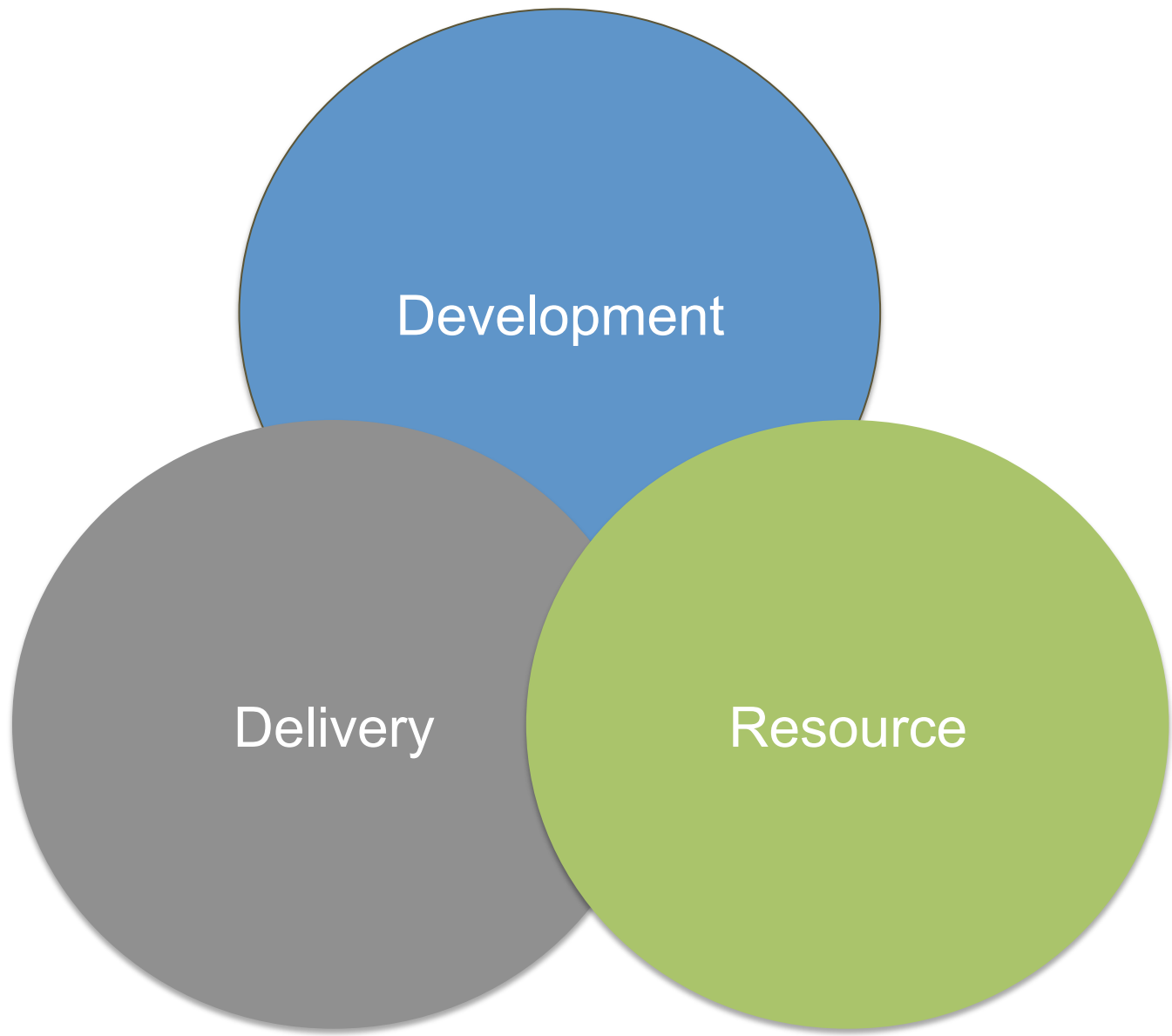


# Why Use 120 Model?

- Team Working in flow – delivering better results
- More productive
- Less stress and burnout - better staff retention
- A team based model – knowledge shared and cascaded, reduces risk if someone leaves
- Experts in their niche
- Easier to hire
- reduce 'out of flow' work

# Traditional 360 Vs Ultimate



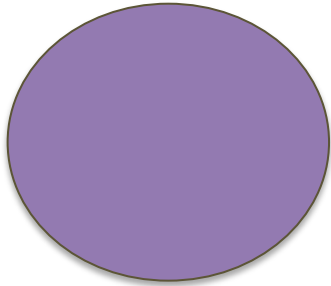


Development

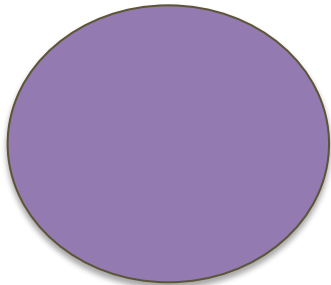
Delivery

Resource

# research / resource

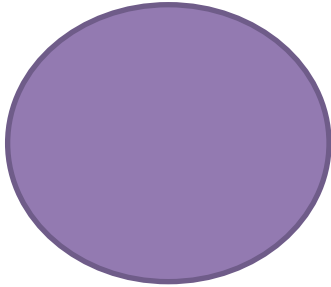


critical role that feeds both delivery and development

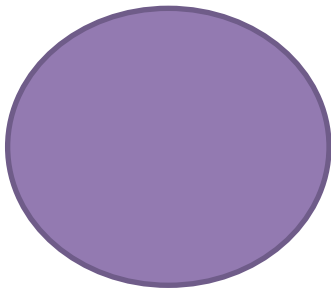


- KPIed on leads, MPCs, deals
- strategic sourcing & recycling
- reduces admin on experienced staff
- can be based anywhere
- lower salary and bonus level paid

# delivery



Services and manages clients and candidates through the process



- Niche Focused
- KPIed on deals, quality and client penetration
- highly professional recruiters
- short term delivery and long term relationship focus
- quality and best practice processes
- low/med salary, commission and bonus paid

# development

sells, opens doors, does first generation deals

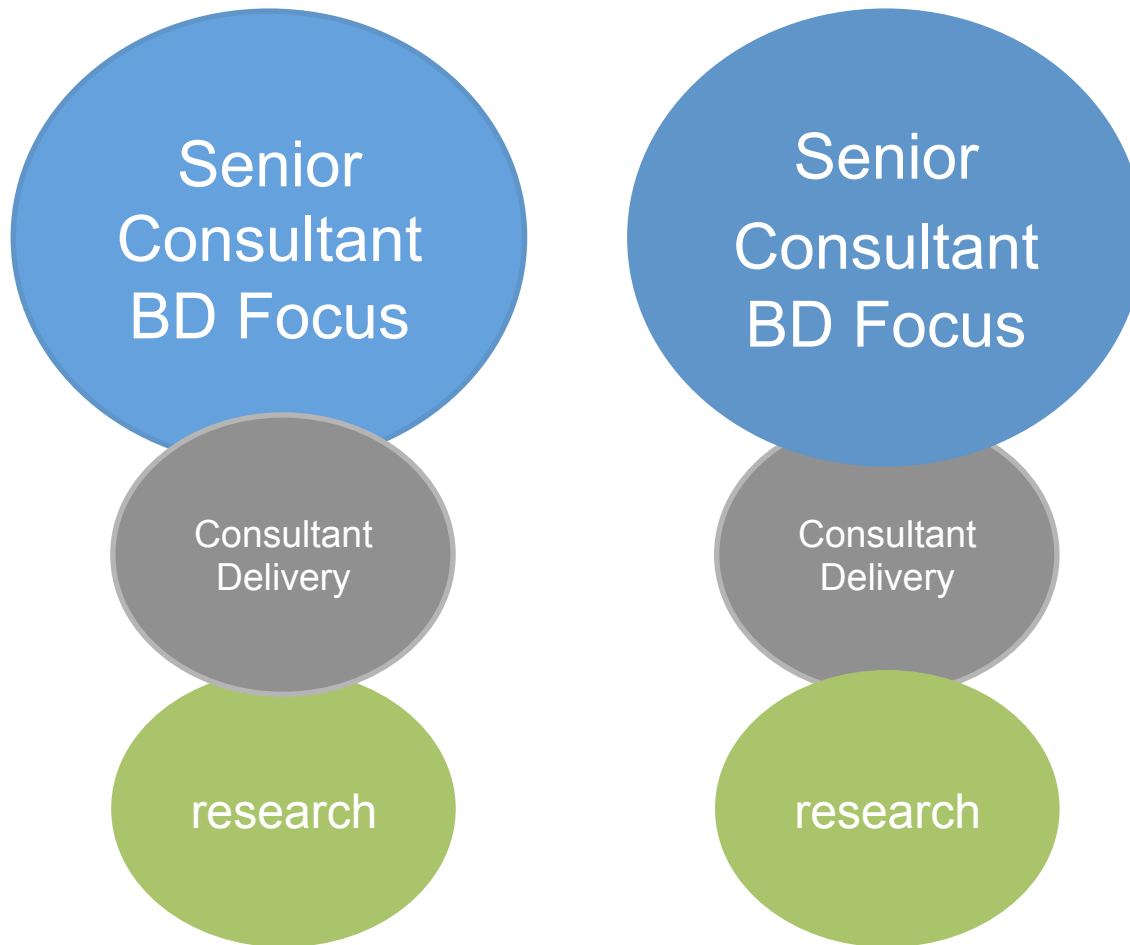
- Niche Focused
- KPIed on deals
- hunter: more client than candidate driven
- Networker
- low/med/high salary, commission and bonus paid



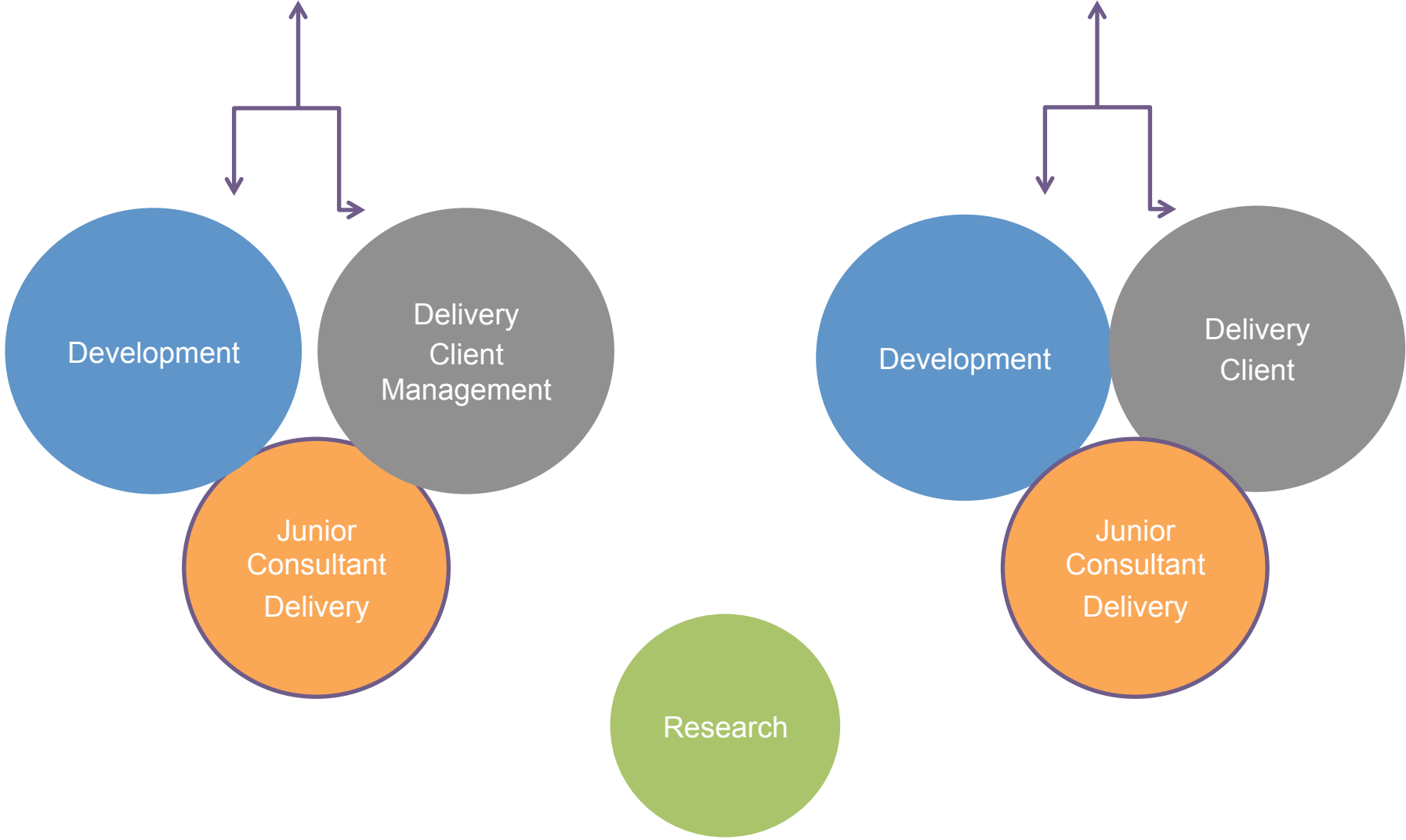
# Phase 1



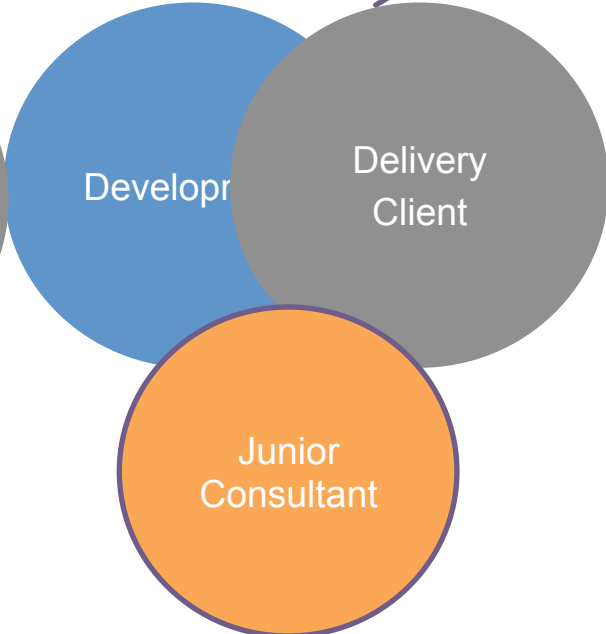
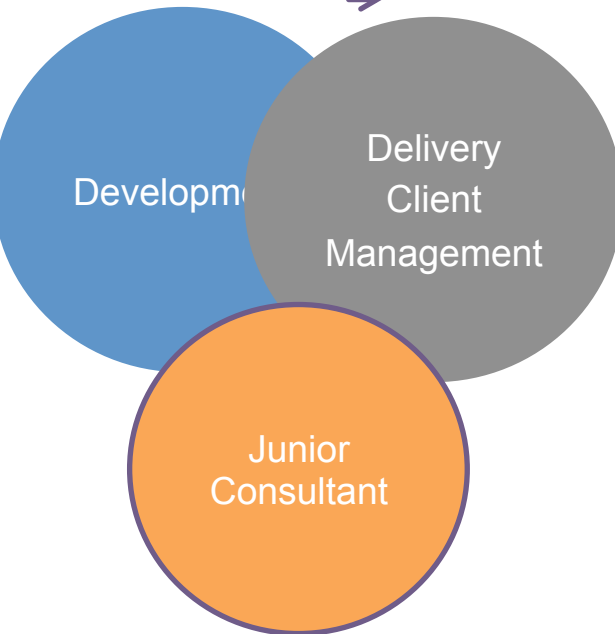
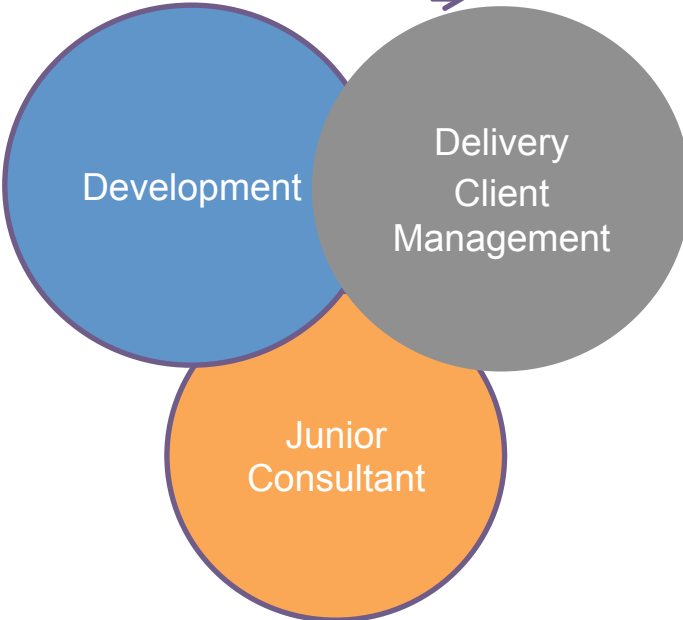
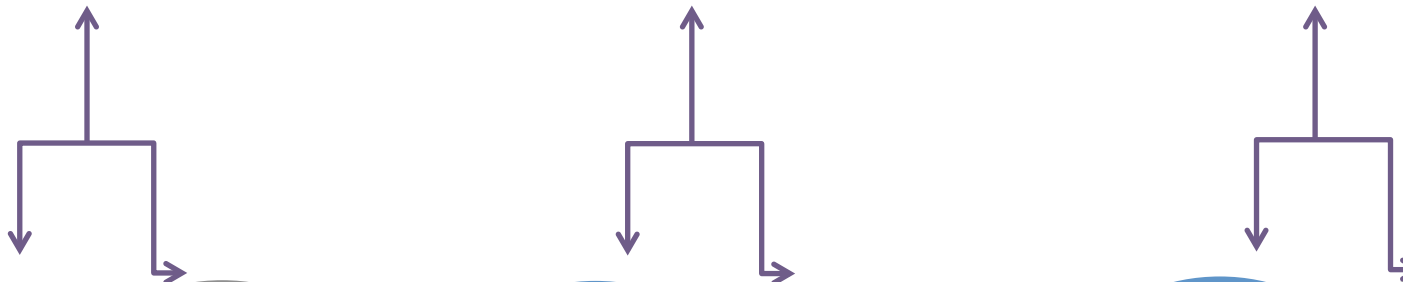
# Phase 2



# Phase 3



# Phase 4



# Career Pathway

1. Resource / research
  2. Delivery
  3. Development
- Level 1 – what targets & responsibilities
  - Level 2 – what targets & responsibilities
  - Level 3 – what targets & responsibilities
  - Management

**Learn how to fire yourself...**



# How to Fire Yourself

- Get really clear on what you do well and work out who else you then need to hire
- Get conscious about where you are spending your time
- Rock solid management reporting and review system with KPIs and ratios
- Automate or systemize your recruitment and business processes – IT or people systems
- Spot talent and hire people around you who are better than you
- Process in place to hire, on board and develop great talent.
- Be prepared to say goodbye to people

# 7 Habits of Millionaire Recruitment Business Owners...





1. Business x ray
2. Inch wide mile deep
3. Slip Streaming
4. Compelling Game plan
5. Set moves
6. Ultimate Recruitment Model
7. Learn how to fire yourself

# Profit Accelerator Consultation



## **What You'll Get from Profit Accelerator Session – Worth £300:**

1. What is unconsciously sabotaging you from scaling your business to a 7 or 8 figure business
2. Create a Clear plan that describes in detail the steps you need to take to scale your business to a 7 – 8 figure business
3. Identify the one simple step you can take immediately to get into action

[www.centredexcellence.co.uk/7habits](http://www.centredexcellence.co.uk/7habits)

**Click through to the Profit accelerator  
link and fill out the questions**

[www.centredexcellence.co.uk/7habits](http://www.centredexcellence.co.uk/7habits)

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