

Selling Jobs - Activities

Pick one of the jobs you're working on today.

Follow this action list to help you walk through a research and planning process to help you to improve your ability to sell the job to candidates with flexibility.



Key activities to complete:

Research the end client for 10 minutes – what does their website tell us about their brand, them in the news and their career offering?

Google the client combined with the search fragment –

(News OR announcement OR award OR results OR investment)

What can you feed into your sales pitch about their successes

Research the manager using LinkedIn – what is their background, how long have they been there? What does their story and journey look like?

Look at Glassdoor – What are people saying about the business as an employer? What do they say about the interview process?

Now develop a USP list for the client, the job and the potential for the candidate who joins (contract or perm).