

Welcome to a new monthly newsletter especially for recruiters.

This monthly newsletter has been designed to give you an extra “burst of inspiration” whenever you need it.

We are told by the media of some of the less inspiring things that are happening at the moment. Lets try and buck the trend and focus on what we can do to help us bring in more business.

I know things are tough out there, but depending on who you talk to the recruitment market is currently worth anything between £22Bn and £24.5Bn, So someone somewhere is spending money on recruitment...all you have to do is go out and find them, be better than your competitors and get some of that money spent with you!

This is where I can help, with this FREE monthly newsletter I will explore some of the techniques which WILL HELP you.

I hope you enjoy this edition. I want to make sure that you get something out of this newsletter so please send me your feedback, good, bad and any suggestions which may improve the next edition.

Thanks
Andy.



this issue

Unlock your potential **P.1**

Light bulb moment number 1; Ask Andy **P.2**

Be inspired - what's new for September **P.3**

Unlock your potential and create more sales opportunities.

With what is a traditionally busier period of the year approaching for most recruiters now is a good time to ensure that you are in tip top shape to maximize those sales opportunities.

I have recently been carrying out some research for a client on effective strategies which will help them grow their business, or at the very least allow them to maintain current levels of business and not fall behind last years figures. So here are my top 5 strategies for selling in a tough market:

1): **IF YOU THINK YOU CAN, OR YOU THINK YOU CAN'T - THEN YOU ARE ABSOLUTELY RIGHT**

Having self belief will give you a huge advantage over your competitors, if you believe that you can be successful then guess what.....your customers will also believe you. People are attracted to winners and people want to associate with successful people. This is often demonstrated in sport, have you ever wondered why the most successful sports teams can consistently draw huge crowds?

2): **GET OUT MORE:**

Very often in tougher market conditions some recruiters actually start to go out less. There can be a mindset of “no one wants to talk to me today, no one wants to see me today, no one has any money today , no one wants to pay my prices”. Just think about how many people are actually sat in their offices thinking just that. But wait a minute, does this present the smarter recruiter with an opportunity.....if no one is out selling then think about all the opportunities you could pick up if you were the one sales person who was out selling. So, get out more, pick up the phone more, speak to more people and you might just find yourself saying “wow, how lucky am I to be bucking the trend”. Is it good luck or is it good planning....in the words of a popular Channel 4 TV program...you decide!!

3): **GIVE YOURSELF A SALES MAKE OVER:**

Going back to the sporting analogy in point 1, every successful sports person, no matter what the sport, makes sure that they are at the absolute top of their game. Do they do this by just sitting back and thinking they are pretty good?...of course not....they actively keep training in their chosen field until they are they best they can possibly be to beat the rest. So it is your responsibility to be the very best that you can be - so what can you do to achieve this:

- Invest in some training courses - training courses must be seen as an investment not a cost;
- Read books - relative to the skills that you need to develop;
- Listen to CD's - there are plenty of downloads available and if you spend a lot of time in your car or on the train think about all that free time you have to develop your skills;
- Find a mentor in or out of your business - find someone who you could buddy up with or who could teach you more than you already know;
- Work with a personal coach - personal/business coaching can be a very effective way of helping you to achieve everything that you want to achieve. Remember if you think you can or if you think you can't....you're absolutely right.

Be Inspired



LIGHT BULB MOMENTS No 1.

This month's light bulb moment revolves around a technique very often used by marketers when creating a strap line for a company.

We have a very good recall for anything which is grouped in three's. This was taught to us at an early age when we were told nursery rhymes like — the 3 Billy goats gruff; 3 blind mice; 3 little pigs, Goldilocks and the 3 bears. As a result the recall of 3 was well developed.

Companies use this technique when creating a strap line for their business so that we remember them and what they represent. Some examples are:

"Just do it" - Nike;

"Finger lickin good" - KFC;

"A Mars a day helps you work, rest & play" - Mars;

"Every little helps"—Tesco.

"Beans means Heinz" - Heinz.

I'm sure you can think of many more. So if we know that this technique works then we can use it when asking for referrals.

"One of the ways in which I am proud to grow my business is through referrals, which 3 people would you suggest I talk to about my services"

Just imagine how powerful this technique could be for you. Even if for example you only currently have 10 customers, then by using this technique you could create 30 extra good quality referrals from an existing happy customer base.

A referral from a happy customer will speak volumes to prospective customers.

4): **IMPROVE YOUR SERVICE , FOCUS ON RELATIONSHIPS AND ASK "WHY ME":**

You have heard the phrase "people buy from people", there is no doubt that when times are tough you need to really make sure you are creating the "wow" factor. If you are delivering above the line in terms of expectation then price will play a less important part in the decision making process. In reality, customers talk about low prices, but truly they seek value. A higher price is acceptable when higher benefits are received. A lower price is acceptable when lower benefits are received.

When was the last time you asked your customers to rate you against your competition? In reality the majority of us don't do this. Customer satisfaction review meetings are a way of formalizing a meeting with your clients and asking them "how are we doing". Every time your customers say you are doing a great job then this is a fantastic opportunity to ask for more business, or at the very least a referral into another part of their business or another client referral.

5): **LEVERAGE YOUR EFFORTS:**

Network, network, network—who do you know, who do they know. You can get ahead of your competitors by just thinking;

- WHO can help me get in front of more people;
- WHERE can I go to get in front of more people;
- HOW can I provide something they might be looking for.

Networking groups are a great forum to meet new business contacts and there IS one near you. Don't be shy, go and see who you can meet. From personal experience I know that there is thousands of pounds worth of business exchanged at business networking meetings all over the country, if you want a slice of that business then you have to be there.

One of the things I did when I started my business last year was to make a list of all the people who I had met or done business with over the past two to three years, then added to the list friends and family who understood my passion for making my business work. Then I looked through the list and started to ask for meetings with people, not necessarily to sell to them but to find out how the people on the list could point me in the right direction of some business opportunities. To be honest, I only got a third of the way through the list before my diary was full and I was doing business. However, whenever I need to think about more business development opportunities I turn to my list of contacts.



Ask Andy.....

Answers to commonly asked sales questions. If you've got a question to ask then email: andy@andycain.com and we will do our best to answer it for you.

"How can I differentiate myself from my competitors?"

The first differentiator is YOU, if your competitors wanted to then they could replicate your companies service, your companies products, your companies values and your companies price. But the one thing they can never replicate is YOU.

So you can differentiate yourself from others by:

BEING MORE PREPARED;

ASKING BETTER QUESTIONS;

PROVIDING MORE PERCEIVED VALUE;

BEING MORE ENTHUSIASTIC.

BEING MORE ENGAGING;

HAVING A DEEPER SELF BELIEF

BEING A BETTER COMMUNICATOR;

PRESENTING MORE CREATIVE IDEAS

The reality is there is no difference between you and your competition unless your customer or prospect perceives a difference. And that perception is based 80% on your performance, your attitude and your motivation to succeed.

Be Inspired



Be inspired.

We must take time out every now and again to re-focus on what it is that we need to do to be successful in 2009 and beyond.

In this section we will look at opportunities you could tap into to help you be more successful and win more sales.

Are you in "tip top" shape to take advantage of the opportunities which you could create during the rest of this year?

We have some fantastic products and events to give you inspiration, build your awareness and develop your techniques exactly when you need

MY LITTLE COLLECTION OF OBJECTION HANDLING TECHNIQUES

This pocket size guide is designed to have a very practical use when the consultant is making telesales calls. There is an 'easy find objection' section at the front of the guide and as part of the answer, a demonstration of an alternative close is given.

The guide will:

- ✓ Provide the consultants a structure to position themselves on the telephone;
- ✓ Provide the consultant "9 top tips to telesales success";
- ✓ Give the consultants an easy non aggressive way to respond to the objections they regularly get;

Priced at only £19.90 including P&P, over 100 recruitment companies have taken copies for their Consultants over the last month. To order yours simply call us or email us and we will do the rest.



SEPTEMBER EVENTS

Designed especially for recruiters, we will be holding the following "Burst of Inspiration" events and workshops during September:

Techniques which produce more appointments.

We will cover:

- Matching your activity to the buying cycle for significantly better results;
- How to find more bookings and opportunities in today's climate;
- Avoid the "sorry to bother you" start to a telephone call and learn to what to say to get a visit;
- How to successfully overcome objections;
- How to increase your prospect database 3 times;
- 9 top tips to telesales success.

Dates & Venues:

8th Carlisle	9th Manchester	10th Leeds
15th Birmingham	16th Bristol	17th London

Time: 10.00am - 12.30pm

Your investment: £65.00 plus VAT per person.

Call or email me to register your interest and get further details. See our website to find out what recruiters have said about Andy's workshops. www.andycain.com

I hope you have found some "inspiration" in this edition of Be Inspired, if you have enjoyed reading it and think others may also benefit from receiving a "burst of inspiration" on a monthly basis please pass it on to them and send me their email address so that they can also be included in my distribution list.

If you have any questions for "Ask Andy..." please email them through to me and I will do my best to answer them in the next edition.

Your feedback is as always invaluable to me, if you have any (good, bad or indifferent) please don't be shy and send it through.

I have personally trained over 1000 Consultants and Managers over the years in companies from small owner/managers right up to large international recruiters. Whether you have a small, medium or large organisation and would like to learn more about how I could help you to develop the people who sell for you then please make contact with me:

andy@andycain.com; mobile: 07814 861783; www.andycain.com Thanks, Andy

