

# Optimize Your Operating Processes

## *Success Sheet*

FOR

### FIRMS WITH TEAMS

**Key Questions To  
Upgrade Your Processes**  
for Recruiting firm owners

**THE  
RECRUITER'S  
COACH**



# How Processes Can Make or Break Your Business

Do you ever feel like you keep working harder for the same or lesser results? To increase your profitability, scale your growth, or improve your firm's ROI, you need to become better, faster, and more efficient. That's what having the right processes is all about.

Without the right processes, your business can become chaotic and overwhelming. You'll experience missed opportunities, unhappy clients, frustrated employees, and increased stress on everyone involved.

Using quality processes helps you grow, scale, and make more money with less stress and fewer. The below questions provide a 360° view of your your operating processes to help identify your business strengths and weaknesses. Address your deficiencies to build the recruiting firm of your dreams!

# Success Sheet

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1. When you look at your business overall, on a 1-10 scale, how do you rate the business development and account management side of your business? Why do you give it this rating?
2. How do you rate the candidate delivery side of your business? Why do you give it this rating?
3. What metrics do you track? (For example, % job orders filled, #1st interviews per placement, # sales conversations/job order, etc.)
4. How and where do you track these metrics? Do you also keep these metrics by client?
5. How frequently do you review your metrics, interpret their meaning, and adjust strategies and tactics based on what you learn from them?
6. What applicant tracking system (ATS) do use? Do you search, document, and submit via your ATS or do you do some things outside of it? How satisfied are you with your results (1-10)?
7. What system do you use (ATS or CRM) to track and follow up with client prospects on a timely basis? How satisfied are you with your results?
8. What step-by-step process do you use to convert client prospects into active job orders?
9. What "sales scripts/frameworks" do you use when speaking to new prospects?
10. On a 1-10 scale, how effective are these frameworks?
11. What percentage of your business is based on client exclusives vs. competition with other recruiting firms?
12. What percentage of your business has an up-front retainer or engagement fee?

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13. If you work on a contingency basis, how do you decide how much time and effort you invest in recruiting for each job?
14. What percentage of your business comes from repeat clients? Referrals?
15. What marketing strategies do you use to attract new client prospects who don't come from repeat business or referrals? How effective are these efforts?
16. Where do you get your lists of prospects to market to? How effective are these lists?
17. What percentage of your business is temp/contract?
18. What do you do to increase your recruiting industry skills and knowledge?
19. What specific training do you provide for your team and how satisfactory are results?
20. How and when do you provide training?
21. Where does your training content come from?
22. How do you split up sales (client-facing) vs. recruiting (candidate-facing) responsibilities for your staff?
23. How do you differentiate yourself from your competitors with your prospects?
24. What are the main ways that you source your candidates?
25. Do all candidate-facing recruiters use a structured interview process (consistently getting the same information documented in the same place) or an unstructured one (questions asked in a free-flow manner)? How satisfied are you with your results (1-10)?
26. What percentage of your placed candidates come from direct outreach? Ads? Referrals?

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27. How do you gauge the skills of your recruiters who work with candidates?
28. What do you do to increase the odds that client offers are accepted?
29. What do you do to decrease the odds that placed candidates accept counter offers?
30. What do you do to develop candidate trust and respect?
31. Are there any occupations or industries you'd like to move into in the future? Why?
32. Are there any occupations or industries you'd like to move away from in the future? Why?
33. On a 1-10 scale, how do you rate yourself in effectively addressing poor performance V.S. tolerating it?
34. How do you hold yourself and others accountable to agreed-upon metrics?





## Meet Brad Wolff

### **Founder & Managing Partner, The Recruiter's Coach**

Brad helps owners and leaders of recruiting firms make more money with less stress. Brad worked in the recruiting industry for 25 years. The last 15 as the founder of 2 successful firms.

Brad's learned from the mistakes of himself and others. His ongoing work with recruiting firm owners creates an expanding wellspring of knowledge and insight to help them grow faster and smarter. Every day he gets to see what does and doesn't work.

Brad's proven approach takes a 360-degree view of your business to identify the specific issues holding it back from what you want it to be. By correcting your weaknesses and building on your strengths, he helps you turn your hopes, wishes, and dreams into your reality.

## **Brad Wolff**

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**To activate your full potential, book at 15-minute clarity call with me.  
Just go to <https://calendly.com/recruiterscoach/15min> and find a  
time that works for you!**