

ISSUE 14 - OCTOBER 2009

THE RUELLA JAMES
Recruitment

JOURNAL

**Staffing sector
healthcheck**

**Strong brand
survival**

**The 10 recruitment
commandments**

**OUR 10th
ANNIVERSARY
ISSUE**



Welcome to our new recruitment journal.

As you'll have seen from the champagne bottle on the outside cover this month we celebrate ten years in the recruitment to recruitment sector.

Whilst the year has been challenging for the majority of our clients, we are entering our tenth year full of optimism after an excellent summer period.

The R2R sector has to be a pretty good barometer of what is happening in the wider recruitment market and we have had a fantastic number of new opportunities registered with us over the past few months. Whilst the trainee market is not back to its buoyant best, we've recently been retained on three Senior Sales Director level roles and have numerous positions available for both mid and Senior Level Consultants.

We cover a broad spectrum of disciplines including Accountancy, Banking, Secretarial, HR, IT/Telecoms, Construction/Technical, Media/New Media, Sales and Marketing, PR, Creative, Fashion, Retail and Public Sector.

As ever it's quality candidates that we need for our ever expanding client base, and our referral fee has been increased to £300 until the end of the year, view our website www.ruellajames.com to view a selection of our current roles and for further details as to how our referral scheme works.

As it's 10 years since we started, it's a great opportunity to pause and reflect on what we as a team have achieved during that time. I must thank two members of our team in particular, Katie Wakeling and Sarah Richardson.

For those of you that have come in to contact with them not only are they fantastic work colleagues, they are genuinely great friends. However first and foremost they are amazing consultants and I could not have travelled the Ruella James journey so successfully without them. My heartfelt thanks to them both.

In this issue we have focussed on the importance of branding even in a tighter market and we've created our own set of 10 'recruitment commandments'. We also have an excellent article on sales techniques to help you ride out the challenging economic climate by Gavin Ingram and we've indulged ourselves a little by publishing some photographs which reflect our history over the past ten years!

Finally we'd like to thank all our clients and candidates who have really supported us since we started back in 1999. We look forward to working with many more of you over the next ten years.....

We hope you enjoy our recruitment journal.

Kind Regards,

Ruella.



The strong brand will survive



There is a shift taking place on the High Street which, as insignificant as it seems at first to the recruitment industry, could be a lesson for all of us.

Starbucks is starting to produce instant coffee! This is an obvious response to the recession and falling sales. Less and less people are splashing out a few quid on designer coffee and putting the workplace kettle on instead.

But is this rebranding really a wise move or is the dilution of a brand a costly knee-jerk reaction to the current conditions?

The facts are that keeping a strong identity during a downturn is a positive move despite perhaps all your better judgements looking at short-term solutions.

Here at Ruella James we have recently invested in a new logo to keep moving in tandem with the mercurial world of recruitment.

Not only this but our website has been

revamped and this also retains our methodology and keeps bang up-to-date with the times.

This has proved to be extremely positive and shows that keeping an objective eye on how others view you as a whole package can work, and has worked for us.

It is still inescapable that 144 recruiters are at risk of going into administration, and yet many companies were posting record profits and AIM listed companies showing a very mixed picture.

Branding is not, however, just about images as your staff are also part of that package and vital to a client's perception.

To this end the REC has suggested that training during a downturn is of real importance to your company's chances – keeping a strong brand line running through your staff so when the upturn eventually arrives you can be ready.

Diluting your brand, rather like diluting coffee, may leave a bland taste – think strong!

State of play in recruitment

The UK jobs market is starting to show signs of recovery, with marginal increases in both permanent and temporary appointments in August. This marks the first positive spike in permanent vacancies since early 2007.

Reports have also found that the decline in the number of vacancies is easing, and that the decline in pay is the slowest in 10 months. Many industry representatives are, however, reluctant to call it an end to the recession despite the encouraging figures. This is possibly due to the alarming unemployment rate with currently 2.47m

out of work, still rising. Reports show that the number of organisations recruiting migrant workers has dropped dramatically alongside an improvement in the net employment intentions figure. There is also still a suggestion that the hiring outlook for firms will remain 'muted' for some time yet. The aspirations of the deluge of young people entering the jobs market this summer look particularly bleak. Fewer employers than ever are taking on school-leavers and graduates – but only time will tell if this hiring attitude will leave gaps in the workforce prompting a rush when the situation improves further.

10 tips for selling in an uncertain economy

For many people the last year has been tough. For some, very tough, yet there are people who are notching up successes irrespective of the market. With several sectors of the economy starting to gain more momentum author and motivational speaker Gavin Ingham offers 10 tips that will help you to be more successful in any market.

1. Stay positive.

Your attitude determines your altitude and your ability to access your skill. Success in every market is totally dependent on attitude and this is as true today as it ever was.

2. Believe you can.

What you believe determines what you achieve. There's plenty of success stories out there so don't let you, your team and your business be a victim. What are you going to do to build, support and nurture positive beliefs about your company, sales and success? What do you need to believe to succeed?

3. Prospect! Prospect! Prospect!

I've said it before and I'll say it again, the lifeblood of salespeople is prospecting. No matter how good a salesperson you are, prospecting is critical for your success. The more clients you call, the more chance you have of making sales. This is not a case of quantity or quality because quantity and quality are not mutually exclusive. You need quantity and quality.

4. Visit more clients.

Your clients want reassurance that they are working with the best, that their suppliers are thriving and that their supply lines are rock solid. They want to know that they are working with suppliers who can move forward with them. Which clients of yours would benefit from a face to face visit, a lunch or a coffee?

5. Check commitments.

You cannot afford to be working on client opportunities where you end up giving "free consultancy" or where your client is just on a "shopping comparison trip". The key to gaining commitments is asking the right questions at the right time so maybe now would be a good time to review your questioning skills?

6. Ask for referrals.

Asking for referrals should be built into what you do. Asking for referrals should be mandatory for you, your sales colleagues and your sales team. Sure, you'll get some refusals but if you ask at the right time and in the right way you will get some fantastic leads and introductions to quality prospects who are looking to move their businesses forward.

7. Strengthen relationships.

Think about the various aspects of your relationships with individual clients (for example the awareness they have your company, how they view your business, how they view you, your personal relationship, your business conversations...) and devise a plan of action for improving and strengthening those thus encouraging loyalty, openness and partnership.

8. Add value.

Ensure that you add value in every client interaction. Currently, many clients are focused solely on price. You need to ensure that you become a sales superstar who sells on value and not on price

9. Sharpen your sales skills.

To be able to sell effectively in tough and transitional markets you need to know how to sell effectively. Investing in your own development as a sales person will reap huge dividends as you sell value not price, create powerful relationships and win more business.

10. Leverage your efforts.

Whilst I always advocate working harder, you also need to work smarter. Make sure that you leverage your hard work and always ask for referrals, sell the CEO, contact old leads and always take the opportunity to cross-sell and upsell.

So there we are, 10 tips for selling in an uncertain market. Go grab yourself a cup of coffee and plan what you're going to do to make the rest of the year and 2010 a great time for you and for your business.

About the author: Gavin Ingham is a motivational speaker & author.

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www.gavingham.com

The 10 recruitment commandments

Although some of the entries in this list are obvious to many of you we can all take our eye off the ball from time to time.

- 1 Be professional – a professional approach inspires confidence among both your clients and candidates.
- 2 Become an expert – if you are armed with an expansive knowledge of your sector you won't feel lost or out of your depth talking to the experts hiring.
- 3 Understand the client – every client has different needs and even the same client's requirements may vary from role to role so get to the bottom of their needs straight away.
- 4 Understand the candidate – Getting to know the candidate, their needs and their aspirations will bring out the best in them by inspiring confidence.
- 5 Know the law – legislation is constantly changing within the Labour Market so any changes should be fully understood and put into practice at the earliest opportunity.
- 6 Define the vacancy clearly – No one likes to be misled, especially when it gets to the interview stage.
- 7 Be honest - There are many horror stories of recruiters making promises that could never be fulfilled once the role is accepted.
- 8 Keep on top of admin – Unfortunately placing a candidate in a role is only half the job – stay on top of your administration responsibilities and spend more time making money.
- 9 Never stop learning – The Labour Market is a mercurial beast – especially during tougher times – knowing how to improve your style and be even better is a must.
- 10 Networking – meeting others doing your role can often inspire and prompt a new-found relish for your role. Making a name for yourself for all the right reasons on the circuit can also do wonders for your future career.



5 London restaurants for a budget and 5 for a blow-out



Budget

1. Passage Cafe - 12 Jerusalem Passage, City

The small kitchen works wonders with simplistic, hearty bistro fare. With dinner prices like £5.50 for starters, £10 for mains and £3.50 for puds... it may be under the radar but it's top of our list.

2. The Chippy - 38 Poland Street, Soho

What could be more hearty than cod and chips? At this gem a quality fish meal with hand-cut chips piled high with wine and service is around £30 – make this your sole solution.

3. Belgo – Endell Street, Covent Garden

Served by monks this place has been flexing its famous mussels for 10 years and is as good as ever. Smack bang in the middle of town so getting there is a doddle as well.

4. J&A Café - 4 Sutton Lane, Clerkenwell

Just like mama used to make. Hearty retro cakes and organic meats and veg in an atmosphere to melt anyone's formal straightjacket.

5. Princi - 135 Wardour St, Soho

If you enjoy eating more than you should then this Italian is perfect. The long counters feature an array of Italian goods, while a separate counter at the back does out hot pasta and meat dishes.

Blow-out

1. The Brasserie at the OXO Tower

Few views rival the impressively revamped South Embankment and a window seat at the Brasserie gives you this in abundance. Awkward silences with your guest as they start trying to bring your margins down? You can always stare wistfully at the beauty of our capital city and let it all wash over you.

2. The Wolsey

Whitebait, rib-eye and a glass of cracking pinot noir awaits you at this posh noshery in the heart of the West End. Classic hearty recipes and the best salt beef outside of New York are sure to impress even the stoniest-faced MD.

3. Brasserie Gerard

Impress your client by pointing, smiling and waving at celebrities as if they were your friends, at this little beauty out west near Chiswick. Classic dishes such as cassoulet and coq au vin are served with pride.

4. Coq D'argent

What hits you when you first walk in is the glorious seafood on display. Oysters and other delicious fruits de mer are available to eat as well as to stare at hungrily!

5. Nobu

The ultimate in Asian perfection. Hard to believe such a refined experience was funded by tough guy Robert De Niro. If your guest is a bit of a raging bull then dare each other to eat spoonfuls of the unbelievably punchy wasabi until tears roll down your face.

To celebrate our last 10 years here we show a selection of photographs from the last decade. We have included our awards successes and images of everyday life in the Ruella James office with faces from the past and present.

