

How to make the most desirable companies in London your clients

When it comes to business development and marketing, most senior consultants either think that they've got it down to a fine art or have resigned themselves to being utterly hopeless at it. One consultant's marketing experience will be very different from the next. In many cases consultants will have inherited some or perhaps all of their clients—some of whom may leave a lot to be desired when it comes to being inspiring and engaging clients to work with.

If you think that working with exciting, dynamic clients that make you feel alive and energised is nothing more than a pipe dream, then you're wrong! By following my sure-fire tips, any consultant can have the desk of their dreams.

So what is the inside scoop on getting hotly sought-after companies in London to sign up as your clients?



For starters, you have to take action! The best companies are not magically going to come to you. It's up to you to get up, go out and snap them up! That's what I did – and it worked for me. I can proudly claim to have a fabulous desk that boasts over 20 law firms, including members of the Magic Circle, the Big Four accountancy firms, prestigious retailers such as Marks & Spencer and Sainsbury's and iconic brands such as Battersea Power Station. I'm sure you'll agree there's a lot to get excited about!

By following these steps, you too can work with the top-notch clients of your choosing.

- **Make a list** of the companies you consider to be really first-rate. Give it some careful consideration. It's easy to come up with a string of highly esteemed companies but remember that they need to be a good fit with the experience of your candidates.
- **Talk to your candidates** about where they would most like to work. The list of companies needs to ignite not only your interest but also the interest of your candidates.

- **Do your homework!** You want to make sure that these hotshot companies are still living up to their reputation and performing well.
- **Start gathering your contacts** by approaching the head of the team you want to place your candidates in. These are the people who hold the power of influence to get you on the supply list with HR.



Before you approach a company, take time to consider these two key questions:

- What challenges are they faced with when it comes to recruitment?
- What kind of candidate would really excite them?

TOP TIP: If you've interviewed candidates that used to work for the company you have your sights set on, talk to them! It's likely that they'll have some valuable nuggets to share.

- **Start calling!** Finding an 'excuse' to call these highly-sought-after companies can be tricky, but it's never impossible. There's always an in-road. It just takes a little bit of thought and at times, the odd bit of creative manouevering.

Take your pick from this list of reasons to call:

- A candidate-led market means exceptional people are harder to find. Selling an exceptional candidate is a fantastic reason to call one of the companies on your list.
- You need to take a reference from them.
- You've just launched a salary survey and would like them to participate.
- You're following up on an interesting market trend report you sent .
- You're calling to congratulate them on the award they recently won
- You're organizing an event and you would like it to be really relevant for them – find out what would interest them

KEY POINT: Keep track of the company and the team.

GOLDEN KEY: If you want to build a relationship with any company, you have to be CONSISTENT! Don't give up if your first attempt falls short. Keep going! Try different approaches. I won business from the companies I really wanted to work with thanks to a combination of single-minded persistence, grit and dogged determination—all well worth it!

- **Build the relationship** once you've got their attention. This doesn't mean dropping them a couple of emails and then going quiet for a while. Remember that it takes on average 8 interactions with another person to convert a cold relationship into one that gives you business. It's a brand new liaison and you need to give it a lot of attention and nurture it. To do this, you'll need a few creative tricks up your sleeve:
- Invite them for coffee and engage them in a conversation that will help you get to know a little more about them outside of their current role.
- Send them a free gift or a discount/ special offer. Human beings are wired to behave in a reciprocal manner so they will automatically come back to you to express their thanks.
- Create a niche list from your list of most desirable companies. If you narrow your focus, you will have more impact and will be more likely to keep going.
- Make it crystal clear that you are interested in working with a particular company. Enlist the help of your current clients and candidates – anyone in your network for that matter – to get recommendations.
- Always target the decision maker.
- Only send your most outstanding superstar candidates to the company.
- Make sure you are aware of what's happening in the news – there could be something that will have an impact on the company you want to work with and you don't want to contact them at an inappropriate or inconvenient time
- Be patient! The hard work (and tenacity) will pay off.

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We are always interested in speaking to excellent search professionals who are interested in joining our team. If you are interested in having a confidential chat about your current situation and career plans, feel free to get in touch with Sarah Leembruggen on 0207 559 6690, on [LinkedIn](#) or by email sarah@the-works.co.uk.