



Specialising in the
'hard to find'
within Financial Services . . .

- **Over 900 Financial Services Client Vacancies filled**
- **Currently Recruiting for well over £10 Million of Financial Services Salaries**
- **8 Financial Services Executive Search Consultants**

At foundation Resourcing we don't fill jobs, we develop and grow our clients business through attracting individuals of proven exceptional strength to their key positions.

We have an in-depth knowledge of the financial services employment arena and we take the time to get to know our clients just as well.

If your looking for results and a supplier you will come to trust with growing your business then you have found us.

" . . . focus on the one strength of a man & dismiss weaknesses as irrelevant unless they hamper the full deployment of the available strength . . . only strength produces results. Weakness only produces headaches and the absence of weakness produces nothing."

Peter Drucker, 1909-2005

Your Marketing Plan

1. Sourcing Appropriate Candidates

You want the top quality “hard to find” people that are not available through any other means, so we invest heavily in a number of marketing communication channels.

The exact marketing strategy we will deploy to source and attract your candidate will depend largely on our experience in the area and the nature of your vacancy in relation to the target audience.

Your marketing strategy will consist of the majority, if not all, of the following channels to varying degrees.

Direct Selling

- ◆ We call to sell your opportunity to qualified candidates on our database in your area from previous search assignments.
- ◆ We call to press for referrals from unqualified database candidates in your area who would know qualified candidates.
- ◆ We make direct approaches to the internal directories we hold. These are national “source” companies, which we know have low morale and pay poorly in the industry.
- ◆ We make direct approaches to Financial Services Association Memberships.
- ◆ We make direct approaches to “non-source” companies in the area.

The effectiveness of these channels depends entirely on the sales skills and tenacity of the executive search consultant.

The use of sales skills in approaching, generating interest and leveraging out a particularly strong candidate currently working with the competition, is the main focus of our business.

Our teams of consultants are highly trained in identifying and acquiring individuals not currently looking for a career move.

Financial Services Press Advertising

- ◆ We advertise across:

Financial Adviser, Money Marketing, Investment Adviser, Professional Adviser and Mortgage Strategy, to mention a few.

We write bespoke adverts and ensure that the content is able to excite and intrigue those candidates who meet your criteria, but who may not necessarily be looking for a move. Our research indicates that qualified, happy candidates who are successful in their current role often browse the job section of the top industry presses 'out of interest'.

Advertising in the specialist press and screening applicants also keeps us up to date with which firms have low morale and/or which are paying poorly. These generally make good companies for us to source staff from, for you!

Specific advertising can yield quality candidates, which we screen very tightly.

Direct Marketing

- ◆ We target our candidate database with Mail Shots & E-mail Shots.
- ◆ We target 3 financial services online databases with Mail Shots and E-mail Shots.

Our database is constantly growing and we currently have the details of over 9000 financial services professionals, built up through previous search assignments and campaigns.

The databases held on other sites is not of the same quality, but can occasionally yield a good applicant.

The element of pro-activity and targeting with this method makes it very useful to contact a large number of qualified applicants in the right area.

Financial Services Internet Advertising

- ◆ We advertise constantly across all major FS Internet sites including:

Onlineinsurancejobs.com, moneymarketing.com, ft.com

The Internet is a useful addition to the mix because of its speed of implementation (same day) and it occasionally throws up a good candidate, unavailable through other channels.

In addition, a number of quality candidates who may not have read a particular financial services press publication, will browse through the internet at home or during lunch.

Referrals

- ◆ We contact current candidates who we are working closely with, but who do not meet your criteria, to establish who they know who do meet your criteria.

Referrals from existing quality candidates is always a good way of sourcing further quality candidates as these individuals do their best to help us if they can, as they want to return the help we are giving them in furthering their career. 'Successful people always know other successful people' and referred candidates are also more likely to only be dealing with us and not actively looking at your competitors.

2. The Recruitment Process

Screening of Your Responses & Potential Prospects

Following the marketing, our support teams here at Foundation provide an in-depth screening service, which filters out the majority of inappropriate individuals.

The only candidates that even start in our process or who are highlighted to call are qualified, in the right area and match your basic criteria.

Generating Interest in Your Opportunity

The initial recruiting presentation of your opportunity is designed to generate interest and highlight the major features, advantages and benefits of your opportunity in the mind of the target audience.

Our consultants are highly trained and very well prepared to deal with the objections of candidates who say, “I’m happy where I am” or “I’m just not interested”.

Interviewing Your Candidates

The interviewing techniques employed at Foundation are advanced and in-depth.

We do focus on certain areas and some of these include executive effectiveness, articulation, drive, specific experience, achievements, career aspirations, motivations to move and time scales.

Selling Your Company & Opportunity

This is a full and in-depth sale of your opportunity. It differs from our initial presentation, as it is far more in-depth and includes an involved discussion around the candidate's motivations to move.

This is not just about highlighting your firm and opportunity. This is tailored benefit selling to highlight the relevant pieces of your opportunity, which are of interest to your candidate.

Recruiting Your Candidate

Your executive search consultant will introduce you to your candidate and arrange the time, date & location where you can meet your candidate.

Your consultant will work with you and offer advice throughout the recruitment process, to ensure you secure the right person for the role.

Your Preparation

The ability to attract and secure the services of top Financial Services talent is an essential factor in the success of all managers and business owners.

How do I treat this candidate?

The first thing to understand is the difference between a specialist recruited candidate and a “normal candidate” from other means.

Your candidate will be happily employed at the moment with a competitor and you must highlight the advantages of your firm and your opportunity throughout the meeting.

It is vital that we ensure it is our decision as to whether we move through to a second meeting or not, and the way to do this is to highlight the key salient features of the opportunity to re-inforce what your consultant has said to your candidate.

You wouldn't make a career move if it wasn't in your best interests would you?

How do I spot the right man for the job?

The content, flow and questions of the meeting should be prepared and talked through with us in advance. This ensures your candidate is prepared and comfortable to talk about his experience and his career so far.

Perhaps the most common mistake we see in hiring, is when a manager is fooled by a good interviewer or assessment performance.

There is absolutely no connection between the ability to interview/ showboat and the ability to perform in their job.

Ideally make your decision on your candidate's previous tangible achievements and strengths. You should hire the man whose strength is greatest in the area, which will enable him to make the biggest contribution to your firm/ team.

I want this person, how do I get them?

Your candidate (regardless of how they were attracted) will have some areas of dissatisfaction in their current environment.

There will be one major factor that will leverage the candidate out of their current situation. Your consultant will discuss this with you prior to the meeting.

It is vital you spend the last 10 minutes of the interview emphasising the stability of your company and emphasising how your opportunity fixes their current 'major factor' in their current work.

You should not offer your candidate the role during the meeting, nor should you talk money or terms with your candidate.

What's the secret to securing my Candidate?

Firstly, an interview is a stressful situation. Offering the role or pinning a candidate down to money in the heat of the moment can result in an immediate turn down or even worse, a turn down later on.

A very good analogy would be to see yourself as the vendor of a house sat with your buyer trying to agree a price (hardly likely to produce consistently good results is it?).

We put deals together every day. A big part of our value to you is actually securing the top talent for your company.

We ensure a fair deal is brokered ensuring the optimum outcome. We are also highly experienced in guiding candidates through self doubt, resigning, counter offers, multiple offers and the myriad of other deal breakers, which stop you securing top talent.

Together, we will achieve the result you want!

Where
financial services talent
meets **your business,**

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