



This established recruitment brand, with over 30 years of delivering contract and permanent recruitment services to the Built Environment engaged with Infinite Players in 2018 to bring to market and win outsource recruitment services.

Situation

Recognising the value of securing outsourced recruitment contracts, the recruitment agency had previously invested in a recruitment outsourcing team but had failed to win new contracts.

Infinite Players presented them with the opportunity to revive this objective without the level of risk and investment associated with hiring a dedicated team. Together we set off on a journey to design, bring to market, win and implement recruitment outsourcing services

Challenges



The opportunity of creating and selling recruitment outsourcing solutions was tainted by their previous experience



The company was structured into 4 verticals each responsible for growing their own market share via their specialist recruitment consultants who were consequently protective of their clients.



Poor Account Management process leading to one off customer engagement and very little development of existing relationships

Solution

Infinite Players approached the objective in phases to ensure buy-in and understanding of the opportunity provided by recruitment outsourcing

Phase 1 Design	<ul style="list-style-type: none">• Understand business strengths, markets and USP• Meet contributors• Assess sales and marketing capability• Define new services• Build Website Content• Create case studies	
Phase 2 Engage	<ul style="list-style-type: none">• Client engagement strategy• Develop and maintain Client pipeline• Review existing client list and build target audience• Work with consultants to identify new customers• Identify Recruitment Strategy owners• Client communication plan• Outbound Client sells activity• Regular sales meetings	
Phase 3 Win	<ul style="list-style-type: none">• Meetings with clients• Create opportunity within the client• Build and submit proposals• Commercial and contract negotiations	
Phase 4 Anchor	<ul style="list-style-type: none">• Service Implementation• Hand off to account management• Quarterly review• On Demand Support	

Outcome

The leadership team and recruitment consultants were fully engaged in the process and felt confident the company could deliver recruitment outsourcing project to existing and new clients.

- 3 Recruitment Outsourcing Contracts
- 3 Years Contracts
- £1 Million of Gross Profit per annum
- Delivered in less than 18 Months

"Infinite Players gave us the confidence and know-how to win and deliver MSP and RPO Contracts"