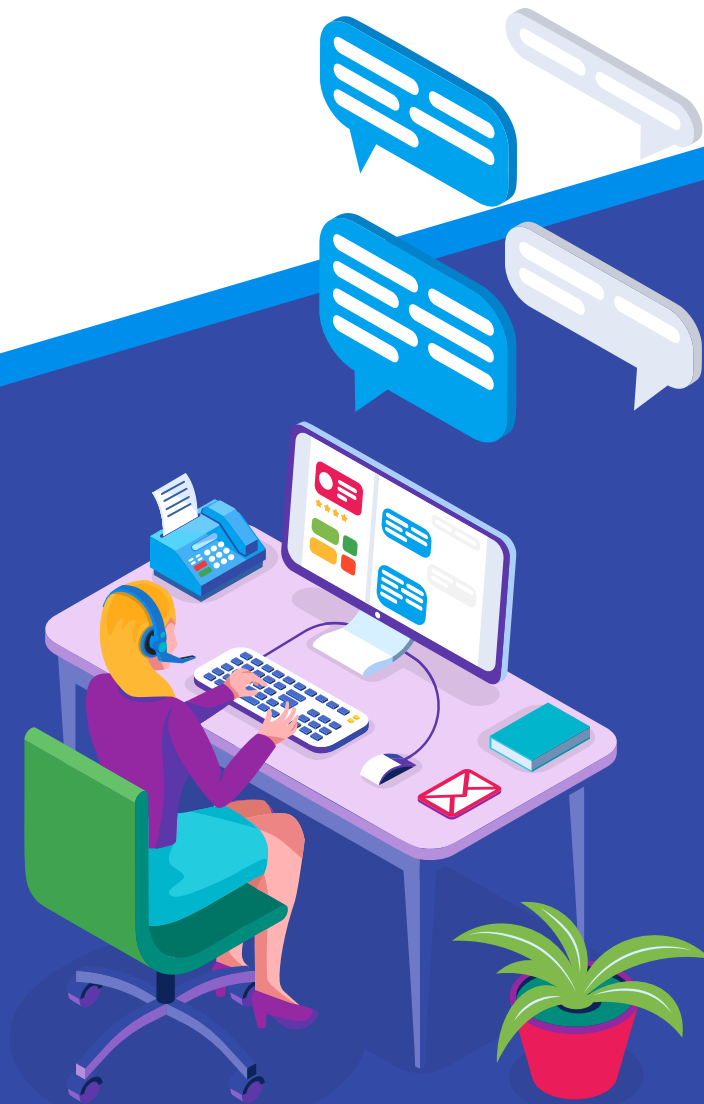


# Going Beyond Small Talk:

Key Questions to  
Keep Your Clients Engaged



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# Prospecting New Clients

## Goals and Objectives

When prospecting for new clients in the talent industry, it is important to understand their business needs and goals. You're building a relationship with the client, and getting to know their company and needs. Asking these questions will help you understand their business better, ultimately landing you new clients and the jobs that follow.

### Top Goals

- *What are your top goals for the next year?*
- *How can interim/contract staffing or talent management help you meet those goals?*

### Allocating Resources

- *Where do you plan to use your human resources?*
- *Are there any skill gaps that may impede that plan?*

### New Projects

- *What are the new projects you have planned this year?*
- *What type of skills would help you be successful in these projects?*

### Expansion and Outcomes

- *Where are you forecasting your biggest growth? A certain department or product?*
- *What metrics will you use to determine the success of your program?*

### Hiring Process

- *What are your priorities as it pertains to talent, new hires, and contract staff?*

# Prospecting New Clients

## Challenges and Opportunities

As a staffing or recruiting agency, you provide a solution (people) to your clients' problems. Throughout your entire relationship with the client, it is key to understand their pain points so you can provide top notch service. To fully understand the client and their needs, be sure to ask these questions.

### Biggest Hurdle

- What area of your business sees the highest turnover?
- Have you not yet replaced someone who left, and now their work is being pushed to other team members?

### Greatest Opportunities for Growth

- What is the biggest obstacle to achieve these goals?

### Resource Requirements

- Given your current challenges, what types of resources would positively impact your business and ensure you successfully accomplished your goals?
- How would that affect other projects?

### Important Skills

- What skills would be the most valuable for this role or project?
- Are any certifications required for the candidates?

### Trends in their Industry

- Are there any changes or trends happening in the industry?
- How are these trends affecting you?

# Sparking Conversation

## Opening the Door



When you're establishing a relationship with your potential client, it is important to keep the conversation going. Using open-ended question like these will build that relationship so you stay top of mind when they're ready to place a job order.

### Continuing the Conversation

- What has worked well to attract talent and on-board new hires?
- How do you present yourself as a top employer in the market?
- Are certain roles more challenging to fill?
- Do you have a team of top performers or is there a player on your team that you may be considering replacing should the right talent be presented?
- What new projects do you have planned for the near-term?
- How will your forecasted growth affect your ability to quickly hire the right talent?
- What team in your company needs the most support and what is causing this need? (Employee recently quit, high turnover department, etc.)
- If you lost a top-performer today and had to fill the position fast, what would your process be?
- Are there any industry-wide trends affecting you? How do you plan to respond?

# The Full Desk EXPERIENCE



## About

A show built for leaders in the talent industry, **The Full Desk Experience** is a bi-weekly live event series turned podcast hosted by Kortney Harmon, Staffing and Recruiting Industry Principal at Crelate. From strategy to tactics, The Full Desk Experience is your opportunity for insights and tips from a deeply knowledgeable staffing & recruiting consultant, to hear what the most successful firms are getting right, and to walk away with actionable guidance to drive the success of your business.

[Click here](#) to learn more and listen to past podcast episodes.

## About Crelate®

This guide to client relationships is provided by Crelate. Crelate is a modern, flexible, and full-featured recruiting and staffing platform for talent focused businesses. Crelate is packed with recruiting analytics and reporting tools to quantify the work you do on a daily basis. We're committed to helping recruiters align the right talent with the right opportunity at the right time.

[Click here](#) to learn more, schedule a demo, or activate a free trial.

