

Our Different Approach: an Overview

We provide a professional recruitment service which is efficient, successful and proven. We are sector specialists in the provision of Sales, Marketing and Executive professionals across many different sectors as can be viewed on our website.

We endeavour to provide our clients with a consistent and high level of personal service and we seek to develop long term partnerships.

For many of our blue chip clients we serve in a preferred supplier/master vendor capacity.

After years of obtaining feedback from our customers in relation to what works and how they wish to engage with a recruiter, we have learnt many valuable lessons. Often the simplest of changes can make all the difference to how we gain competitive advantage in a competitive situation.

Here are some examples of how our recruitment philosophy differentiates us in the recruitment marketplace?

Midas Selection adopts a **360° approach** to recruitment, this means that we endeavour to remove as many irritations and barriers as we can when it comes to the service experienced by our clients.

- ☞ ONE account manager, benefits the client/consultant relationship, as both parties are constantly educated about the varied talent needs of that account. Trust, understanding and rapport drive efficiency and effective conversion ratios. *Our competitors have 3 or 4 branches working with a client, therefore providing 3 or 4 different levels of knowledge and expertise?*
- ☞ We encourage field based meetings; our consultants are **not** desk restricted like lots of other recruitment consultants. We believe face to face interaction with our clients is valued. *Some of our competitors do not ever meet with their customers or have ever seen the working environments that they promote.*
- ☞ Our consultants focus on specific sectors of Business & Industry so as to add market specific knowledge and value above and beyond our knowledge of Sales, Marketing & Executive recruitment. *Some of our competitors have no strategic desk level plan to develop knowledge and success within a vertical sector, and as a result; they don't understand their client's commercial landscape.*
- ☞ Our consultants are trained to outline all the delivery methods needed when proposing a tailored recruitment solution to a client; we do not need to 'send in' a National Account team or a Branch Manager. We know when to propose Contingent, Retained, Media Campaigns or Talent Mapping. *We trust our team of consultants to manage the needs of their customer, because we train them how to provide a full recruitment solution.*
- ☞ Our commitment to technology already ensures that our consultants can work anywhere in the field and access all necessary recruitment data, such as CV's, emails, client correspondence, up to date applications. This approach ensures we are evolving away from a desk based recruitment approach. We are mobile and we do not need to be rooted to a desk. *This ensures we offer a varied approach to business life, whereas some recruitment firms don't encourage or allow external client liaison.*
- ☞ We allocate ONE account manager when partnering with an organisation; we do not allow multiple members of the Midas team to duplicate communication with our client's senior management team. *Some of our competitors have teams of new business consultants calling the same companies and decision makers.*
- ☞ We cover the country as account managers; we do not split the country up into territories like other recruiters. We believe our approach delivers a seamless UK service. *Some of our competitors are only allowed to provide a service within a regional office boundary or post coded region.*

Birmingham
2nd Floor Baskerville House, Birmingham B1 2ND
Tel: 0843 216 2040, Fax: 0121 5032351



Leeds
Airedale House, 423 Kirkstall Road, Leeds LS4 2EW
Tel: 0843 216 2030, Fax: 0113 357 2091

email: info@midas-selection.com, www.midas-selection.com

Registered in England, Registered Address as Above, Registered No.: 3022800, VAT No.: 755 202 057