



Recruitment Consultant Handbook

Welcome to Mansfield & Co Recruitment!

We're genuinely excited to have you join our team and become part of the next chapter of our business.

Recruitment is a unique profession. Every day, we have the opportunity to help businesses grow, support leaders to build high-performing teams and assist individuals in making important career decisions. Done well, recruitment can have a significant impact on both organisations and people's lives.

At Mansfield & Co, we take that responsibility seriously.

This document is designed to provide an introduction to who we are, what we stand for and what we expect from every member of our team.

Our Story

Mansfield & Co Recruitment was founded in 2016 with a simple vision: to create a recruitment agency that delivered a more personalised, relationship-focused experience for both clients and candidates.

Our founder, Melanie Mansfield, had spent many years working within the recruitment industry and had seen firsthand the difference that genuine relationships, honest communication and quality service could make.

Rather than building a high-volume agency focused on transactions, Mansfield & Co was established to focus on long-term partnerships and exceptional service.

Since then, we've grown into an award-winning South Australian recruitment agency, partnering with organisations across a broad range of industries and helping hundreds of businesses secure exceptional talent.

While the business has evolved over the years, our philosophy remains unchanged:

People come first.

Every placement, every conversation and every relationship matters.

What We Do

We specialise in corporate services recruitment across:

Accounting & Finance

From Accounts Officers and Assistant Accountants through to Finance Managers, Financial Controllers, CFOs and executive finance appointments.

Administration & Office Support

Executive Assistants, Personal Assistants, Office Managers, Team Coordinators, Receptionists and Administration professionals.

People & Culture / Human Resources

HR Coordinators, HR Advisors, HR Business Partners, HR Managers and senior People & Culture leaders.

Marketing & Communications

Marketing Coordinators, Communications Advisors, Marketing Managers, Digital Marketing specialists and senior marketing leadership positions.

Executive Search

Executive and leadership appointments across a variety of sectors.

While we recruit across these areas, our real expertise lies in understanding people, building relationships and delivering outstanding recruitment outcomes.

Why Clients Choose Us

There are hundreds of recruitment agencies. Our clients choose Mansfield & Co because of how we work.

We Build Relationships

We invest time in understanding our clients, their culture, their leadership teams and their long-term goals.

We Provide Honest Advice

We don't tell clients what they want to hear.

We tell them what they need to hear.

That may include salary advice, market feedback or recommendations on role design.

We Care About Candidate Experience

We understand that every candidate interaction reflects not only on Mansfield & Co, but also on our clients.

We work hard to ensure candidates feel respected, informed and valued throughout the recruitment process.

We Focus on Quality

We're not interested in sending clients large volumes of resumes.

Our focus is on presenting a smaller number of well-matched candidates who genuinely align with the brief.

We Think Long Term

Many of our clients have partnered with us for years.

Our goal is not to fill a role today.

Our goal is to become a trusted advisor for years to come.

Our Values

Relationships First

Relationships are at the heart of everything we do.

We believe strong relationships create better outcomes for clients, candidates and our team.

We invest time in understanding people and building trust.

What this looks like in practice:

- Following up when you say you will
- Keeping in touch even when there isn't an immediate opportunity
- Being genuinely interested in people's careers and businesses
- Thinking long term rather than transactionally

Care Factor

One of the phrases you'll hear often at Mansfield & Co is "care factor".

We genuinely care about the people we work with.

We understand that changing jobs can be stressful. Hiring the wrong person can be costly. Recruitment can be emotional and highly personal.

We aim to make the process as positive and supportive as possible.

What this looks like in practice:

- Returning calls promptly
- Keeping candidates informed
- Taking time to understand people's motivations
- Delivering difficult news professionally and respectfully

Integrity

Trust is difficult to build and easy to lose.

We communicate honestly and transparently with both clients and candidates.

We don't overpromise.

We don't mislead.

We don't take shortcuts.

What this looks like in practice:

- Being upfront about market challenges
- Managing expectations early
- Owning mistakes when they occur
- Doing what you say you will do

Quality Over Quantity

We believe recruitment outcomes improve when quality is prioritised over volume.

We take the time to understand a brief properly, conduct thorough interviews and provide meaningful recommendations.

What this looks like in practice:

- Conducting detailed candidate interviews
- Writing thoughtful candidate summaries
- Presenting only genuinely suitable candidates
- Taking the time to understand our clients' businesses

Continuous Improvement

Recruitment is constantly evolving.

Markets change.

Technology changes.

Candidate expectations change.

The best consultants remain curious and continue learning.

What this looks like in practice:

- Seeking feedback
- Learning from placements
- Staying informed about market trends
- Sharing knowledge with colleagues

What We Expect From Our Team

Technical skills can be taught.

The qualities below are what we value most.

Professionalism

Represent Mansfield & Co professionally in every interaction.

Accountability

Take ownership of your work, relationships and outcomes.

Initiative

Look for opportunities to add value and solve problems.

Curiosity

Ask questions and seek to understand.

Resilience

Recruitment can be challenging. Persistence and consistency matter.

Teamwork

We celebrate individual success, but we win as a team.

The Mansfield & Co Way

While every consultant brings their own personality and style, there are certain standards we expect from everyone.

We Return Calls

If someone takes the time to contact us, we respond.

We Follow Through

If we say we'll do something, we do it.

We Communicate Proactively

Clients and candidates should never be left wondering what's happening.

We Treat People with Respect

Regardless of whether someone becomes a client, candidate or placement.

We Focus on Relationships

Today's candidate could become tomorrow's client.

Today's client could become tomorrow's candidate. Every interaction matters.

Candidate Care

Candidate care is one of our biggest points of difference.

We believe every candidate deserves:

- A response
- Respectful communication
- Honest feedback where possible
- A positive experience

Even when the outcome isn't what they hoped for. Many candidates remember how they were treated long after the recruitment process has ended.

Our goal is for every candidate to speak positively about their experience with Mansfield & Co.

Looking Ahead

Joining Mansfield & Co means becoming part of a business that genuinely values people, relationships and service.

You'll be challenged, supported and given the opportunity to build meaningful relationships with clients and candidates across South Australia and beyond.

Most importantly, you'll have the opportunity to make a genuine difference.

Thank you for choosing to join us.

We're excited to have you on the journey.

Kind regards,



Melanie Mansfield

Founder & Director

ph. 08 8463 1198 **m.** 0411 471 822

mel@mansfieldandco.com.au



Recruitment Consultant Onboarding Plan

Your First 90 Days at Mansfield & Co Recruitment

Purpose

This onboarding plan has been designed to help you build the knowledge, skills and confidence required to become a successful Recruitment Consultant at Mansfield & Co Recruitment.

Your first few months will focus on understanding our business, learning our processes, developing recruitment skills and building relationships with candidates, clients and your colleagues.

Success in recruitment doesn't happen overnight. The objective of your first 90 days is to build strong foundations that will support long-term success.

Before You Start

Prior to commencing, you will be provided with:

- Employment contract
- Position description
- Access to company systems
- Induction documentation
- Team contact details

Week 1 - Welcome & Foundations

Meet the Team

Spend time with each team member to understand:

- Their role
- Their specialist market
- Their client base
- Their approach to recruitment
- How they work with candidates and clients

Outcome

Gain an understanding of how the business operates and how each team member contributes.

Learn the Business

Review:

- Mansfield & Co company overview
- Service offerings
- Industry specialisations
- Current vacancies
- Key clients
- Existing candidate database

Outcome

Understand who we recruit for and the markets we operate in.

Systems Training

Training will be provided on:

JobAdder

- Candidate records
- Contact records
- Notes and activities
- Jobs and applications
- Client management
- Reporting

SEEK

- Job advertisements
- Talent Search
- Candidate management

LinkedIn Recruiter

- Candidate sourcing
- Projects
- Messaging
- Talent pools

Microsoft 365

- Outlook
- Teams
- Calendar management
- Shared folders

Outcome

Become comfortable navigating and using our systems.

Recruitment Process Overview

Introduction to:

- Taking a client brief
- Writing job advertisements
- Candidate sourcing
- Candidate interviews
- Candidate summaries
- Client management
- Offer management
- Post-placement follow-up

Outcome

Understand the end-to-end recruitment process.

Shadowing

Observe:

- Candidate interviews
- Client meetings
- Briefing calls
- Candidate debriefs
- Business development meetings

Outcome

Gain exposure to how experienced consultants operate.

Week 1 Checklist

- ☐ Meet all team members
- ☐ Complete systems training
- ☐ Understand recruitment workflow
- ☐ Observe candidate interviews
- ☐ Review current vacancies
- ☐ Review onboarding documents

Days 1-30

Building Recruitment Foundations

During your first month, the focus is learning.

You are not expected to know everything.

Ask questions.

Take notes.

Learn from every interaction.

Market Knowledge

Develop an understanding of:

Accounting & Finance

Typical roles, salary ranges and market trends.

Administration & Office Support

Key position types and candidate profiles.

People & Culture

HR structures and career pathways.

Marketing & Communications

Common roles and market dynamics.

Outcome

Develop a working knowledge of the markets we recruit within.

Candidate Interviews

Begin conducting:

- Candidate screening calls
- Initial phone interviews
- Candidate registrations

Initially these will be reviewed with your manager.

Outcome

Build confidence conducting candidate interviews.

Candidate Sourcing

Learn how to source candidates using:

- LinkedIn Recruiter
- SEEK Talent Search
- JobAdder database
- Referrals

Outcome

Develop sourcing capability and candidate identification skills.

Job Advertisements

Learn:

- Mansfield & Co advertising format
- Writing compelling copy
- Candidate attraction techniques

Outcome

Draft advertisements with guidance.

Candidate Care

Develop habits around:

- Returning calls
- Following up candidates
- Managing expectations
- Delivering updates

Outcome

Understand our candidate care standards.

30-Day Success Measures

By Day 30 you should be able to:

- ☐ Conduct candidate screening interviews
- ☐ Use LinkedIn Recruiter confidently
- ☐ Use SEEK Talent Search confidently
- ☐ Navigate JobAdder independently
- ☐ Write basic job advertisements
- ☐ Manage candidate communication professionally
- ☐ Demonstrate understanding of our markets

Days 31-60

Building Capability & Confidence

The second month focuses on applying your learning.

You will begin taking greater ownership of recruitment activities.

Recruitment Assignments

Begin assisting with live assignments through:

- Candidate sourcing
- Screening interviews
- Candidate shortlisting
- Interview coordination
- Candidate management

Outcome

Develop practical recruitment skills.

Candidate Summaries

Learn how to write:

- Professional candidate summaries
- Candidate recommendations
- Interview feedback notes

Outcome

Produce client-ready candidate documentation.

Client Communication

Participate in:

- Client update calls
- Vacancy discussions
- Briefing meetings

Outcome

Build confidence communicating with clients.

Business Development Introduction

Begin:

- LinkedIn networking
- Relationship building
- Contact mapping
- Researching target organisations

Outcome

Understand how consultants build and maintain a desk.

Personal Brand Development

Review:

- LinkedIn profile
- Professional positioning
- Networking opportunities

Outcome

Begin building your professional presence.

60-Day Success Measures

By Day 60 you should be able to:

- ☐ Manage candidate interviews independently
- ☐ Produce candidate summaries
- ☐ Source candidates across multiple platforms
- ☐ Participate confidently in client discussions
- ☐ Build and maintain professional relationships
- ☐ Demonstrate understanding of business development fundamentals

Days 61-90

Becoming Established

By this stage, you should have developed confidence in the core recruitment process and be ready to operate with greater independence.

Managing Recruitment Activity

Take ownership of selected recruitment assignments including:

- Candidate sourcing
- Candidate interviews
- Candidate presentations
- Interview coordination
- Offer support

Outcome

Manage recruitment activity with reduced supervision.

Relationship Management

Continue developing relationships with:

- Candidates
- Clients
- Industry contacts
- Referral partners

Outcome

Build a sustainable professional network.

Business Development Activity

Commence regular:

- Prospecting activity
- LinkedIn outreach
- Networking
- Relationship-building meetings

Outcome

Develop a pipeline of future opportunities.

Market Expertise

Continue building knowledge within your specialist area.

Focus on:

- Salary trends
- Candidate availability
- Hiring challenges
- Industry developments

Outcome

Position yourself as a trusted advisor.

90-Day Success Measures

By Day 90 you should be able to:

- ☐ Conduct recruitment assignments with minimal supervision
- ☐ Source and interview candidates independently
- ☐ Write candidate summaries
- ☐ Manage candidate relationships effectively
- ☐ Participate in client meetings
- ☐ Undertake regular business development activity
- ☐ Demonstrate strong understanding of the Mansfield & Co recruitment process

Ongoing Development

Recruitment is a profession where learning never stops.

Beyond your first 90 days, ongoing development will focus on:

- Advanced interviewing skills
- Business development
- Client relationship management
- Negotiation skills
- Industry specialisation
- Market expertise
- Personal brand development

Final Thoughts

Your first 90 days are about building strong foundations.

Focus on:

- Learning
- Asking questions
- Building relationships
- Developing consistency
- Delivering excellent service

The consultants who succeed at Mansfield & Co are those who genuinely care about people, remain curious and consistently invest in relationships.

We're excited to support you as you begin your journey with us.



Recruitment Process Guide

Purpose

This guide outlines the recruitment process used at Mansfield & Co Recruitment.

While every assignment is different, the principles and standards outlined in this guide should be applied consistently to ensure an exceptional experience for both clients and candidates.

Our goal is not simply to fill positions.

Our goal is to create successful, long-term placements that benefit both the client and candidate.

The Recruitment Process

Our recruitment process consists of eight key stages:

1. Client Briefing
2. Vacancy Strategy
3. Advertising & Candidate Attraction
4. Candidate Sourcing
5. Candidate Interviews
6. Candidate Presentation
7. Interview & Offer Management
8. Post Placement Care

Stage 1: Client Briefing

A successful recruitment assignment starts with a thorough brief.

Never assume that a position description tells you everything you need to know.

The more information you gather upfront, the better equipped you will be to attract and assess candidates.

Understanding the Organisation

Key questions:

About the Business

- What does the organisation do?
- What are they known for?
- What makes them different?
- What are they most proud of?

Culture

- How would you describe the culture?
- What type of person succeeds here?
- What type of person struggles?

Leadership

- Who will the role report to?
- What is their leadership style?
- What are they looking for in a team member?

Understanding the Role

Key questions:

Background

- Why is the position available?
- Is it newly created or a replacement?
- What prompted the vacancy?

Responsibilities

- What are the key priorities?
- What does success look like?
- What are the biggest challenges?

Skills & Experience

- What is essential?
- What is desirable?
- What can be taught?

Practical Information

- Salary range
- Benefits
- Flexible work arrangements
- Team structure
- Recruitment timeframe

Client Brief Checklist

Before leaving a briefing ensure you know:

- ☐ Why the role exists
- ☐ Reporting structure
- ☐ Salary range
- ☐ Key responsibilities
- ☐ Essential requirements
- ☐ Cultural fit requirements
- ☐ Interview process
- ☐ Timeframes
- ☐ Key selling points

Stage 2: Vacancy Strategy

Before advertising, determine:

Target Candidate Market

Where are suitable candidates likely to come from?

Sourcing Strategy

Will the role require:

- Advertising only?
- Active sourcing?
- Networking?
- Talent pooling?

Most assignments require a combination.

Stage 3: Advertising & Candidate Attraction

At Mansfield & Co, we place significant emphasis on writing quality advertisements.

A well-written advertisement attracts better candidates and improves client outcomes.

Mansfield & Co Job Ad Structure

Three Highlight Bullets

These should quickly communicate the key attractions of the opportunity.

Examples:

- Newly created opportunity with a growing South Australian business
- Flexible working arrangements and supportive leadership team
- Broad role with genuine opportunity to make an impact

Short Summary

One concise paragraph explaining why the opportunity is worth considering.

This should be compelling and candidate-focused.

Who's Hiring?

Provide information about:

- The organisation
- Their reputation
- Their achievements
- Their culture

This section should help candidates understand why they would want to work there.

So, What's the Role?

Explain:

- Purpose of the role
- Key responsibilities
- Reporting structure
- Impact and scope

Focus on outcomes rather than simply listing tasks.

What You'll Bring

Clearly outline:

- Required skills
- Experience
- Qualifications
- Personal attributes

Differentiate between essential and desirable requirements.

Stage 4: Candidate Sourcing

Advertising alone is rarely enough.

The best candidates are often not actively applying for jobs.

SEEK Talent Search

Use Talent Search to:

- Identify passive candidates
- Build talent pools
- Approach suitable candidates directly

LinkedIn Recruiter

Use LinkedIn Recruiter to:

- Source passive candidates
- Build project pipelines
- Conduct market mapping
- Engage professionals directly

JobAdder Database

Always search:

- Previous applicants
- Existing candidates
- Past placements
- Referral networks

Referrals

Ask:

- Candidates
- Clients
- Existing contacts

Great candidates often know other great candidates.

Stage 5: Candidate Interviews

The objective of an interview is to assess:

Capability

Can they do the job?

Motivation

Why would they leave their current role?

Cultural Fit

Will they succeed in this environment?

Practical Fit

Can the role meet their needs?

Candidate Interview Structure

Introduction

Build rapport.

Explain:

- The role
- The organisation
- The recruitment process

Remember that interviews should feel conversational.

Career Overview

Understand:

- Career progression
- Reasons for moving
- Key achievements
- Current responsibilities

Questions may include:

- Tell me about your current role.
- What are your key responsibilities?
- What achievements are you most proud of?

Motivation

Explore:

- Why now?
- What are they looking for?
- What would make them move?

Questions may include:

- What prompted you to consider a move?
- What are you looking for in your next opportunity?
- What would an ideal role look like?

Salary & Logistics

Discuss:

- Current package
- Expectations
- Notice period
- Flexibility requirements

Always confirm expectations early.

Cultural Fit

Explore:

- Preferred leadership style
- Team environment
- Workplace values

Questions may include:

- What type of culture do you enjoy?
- What helps you perform at your best?
- What are you looking for in a manager?

Candidate Assessment

Following every interview consider:

Can they do the job?

Will they enjoy the job?

Will the client enjoy working with them?

Would I confidently recommend them?

Stage 6: Candidate Presentation

A candidate summary should provide insight, not simply repeat the resume.

Candidate Summary Format

Background

Overview of career history and experience.

Relevant Experience

Specific experience relevant to the role.

Motivations

Reasons for considering a move.

Strengths

Key strengths and selling points.

Potential Concerns

Address any gaps or concerns proactively.

Salary Expectations

Current and desired remuneration.

Consultant Comments

Your professional assessment and recommendation.

Stage 7: Interview & Offer Management

Once candidates are shortlisted:

Coordinate Interviews

Ensure:

- Candidate preparation
- Client preparation
- Clear communication

Candidate Preparation

Discuss:

- Organisation background
- Interview format
- Interview participants
- Key areas of focus

Well-prepared candidates perform better.

Feedback Management

Collect feedback promptly.

Provide updates to candidates as soon as possible.

Candidates should never be left wondering about next steps.

Offer Management

Support both parties through:

- Offer presentation
- Negotiation
- Acceptance
- Resignation process

Counteroffers should always be discussed.

Counteroffer Conversations

Where relevant, explore:

- Why they were looking initially
- Long-term career goals
- Risks associated with accepting a counteroffer

Provide advice without applying pressure.

Stage 8: Post Placement Care

The recruitment process does not end when an offer is accepted.

Candidate Follow-Up

Suggested check-in schedule:

Day One

Good luck text

End of Week One

Ensure onboarding is progressing well.

One Month

Review progress and address concerns.

End of Probation

Confirm placement success.

Client Follow-Up

Regularly check:

- Performance
- Integration into the team
- Any concerns
- Future recruitment needs

Recruitment Standards

Every assignment should reflect the Mansfield & Co brand.

This means:

Communicate Proactively

Follow Through on Commitments

Prioritise Candidate Care

Provide Honest Advice

Focus On Quality

Build Long-Term Relationships



Business Development Playbook

Purpose

The purpose of this document is to provide Recruitment Consultants with a clear framework for building and maintaining a successful recruitment desk.

At Mansfield & Co, business development is not about making cold calls or aggressively selling recruitment services.

It is about building genuine relationships, becoming known within your market and positioning yourself as a trusted recruitment partner.

The consultants who consistently invest in business development activities are the consultants who build sustainable desks and achieve long-term success.

Our Business Development Philosophy

Business development is relationship building.

The objective is not to generate immediate vacancies from every conversation.

The objective is to:

- Build trust
- Increase visibility
- Develop relationships
- Create future opportunities
- Position yourself as a market specialist

Many of the best client relationships take months or years to develop.

Patience and consistency are critical.

Remember

Today's candidate could become tomorrow's hiring manager.

Today's hiring manager could become tomorrow's candidate.

Building Your Desk

Our goal is for consultants to build a network of approximately 250 professional contacts that they communicate with regularly.

These contacts may include:

- HR Managers
- People & Culture professionals
- CEOs
- General Managers
- Finance Managers
- Marketing Managers
- Executive Assistants
- Previous candidates
- Existing clients
- Referral partners
- Industry leaders

A strong network provides:

- Recruitment opportunities
- Referrals
- Market intelligence
- Candidate introductions
- Industry knowledge

Business Development Activity Expectations

Business development should occur every week, regardless of how busy you are.

The biggest mistake consultants make is stopping business development when they become busy.

This creates a future gap in activity.

Daily Activity

Suggested daily activity:

- Connect with new contacts on LinkedIn
- Respond to LinkedIn messages
- Review business news
- Follow up previous conversations
- Contact candidates and clients
- Add notes to JobAdder

Weekly Activity

Suggested weekly activity:

- Attend networking events where available
- Schedule coffee meetings
- Contact lapsed clients
- Reconnect with candidates
- Connect with new prospects
- Post on LinkedIn
- Research target organisations

Where To Find Contacts

Successful consultants are constantly identifying opportunities to expand their network.

Candidates

Candidates are one of our most valuable sources of future business.

Keep in touch with:

- Strong candidates
- Previous placements
- Senior professionals
- Individuals who are progressing into leadership positions

Remember:

Candidates often become future clients.

LinkedIn

LinkedIn should be used daily.

Use LinkedIn to:

- Identify hiring managers
- Identify HR professionals
- Monitor role changes
- Monitor promotions
- Build your network
- Engage with industry content

Pay particular attention to people who have recently started a new role.

This is often an ideal time to introduce yourself.

Networking Events

Attend:

- Industry events
- Chamber of Commerce events
- HR forums
- Business networking groups
- Professional association events

Referral Partners

Build relationships with:

- Accountants
- HR Consultants
- Leadership Coaches
- Business Advisors
- Employment Lawyers
- Training Providers

These individuals often hear about recruitment needs before they reach the market.

Existing Clients

Always look for opportunities to strengthen existing relationships.

Ask:

- Who else in the business should I know?
- Is there anyone else in your network you think I should meet?

Referrals are often the easiest source of new business.

Local Business News

Subscribe to InDaily and other business publications.

Monitor:

- Company growth
- Acquisitions
- Expansions
- Leadership appointments
- New projects

These events often create recruitment opportunities.

Everyday Observation

Stay curious.

Potential clients can come from:

- Businesses you drive past
- Conversations with candidates
- Local developments
- Community involvement

Business development opportunities are everywhere.

Becoming A Specialist

The most successful consultants become known for something.

Examples:

- Finance recruitment
- HR recruitment
- Administration recruitment
- Marketing recruitment
- Local Government recruitment
- Not-for-Profit recruitment

Specialisation helps build credibility.

How To Build Specialist Status

Interview Candidates

The more candidates you interview within a sector, the more knowledge you gain.

Attend Industry Events

Become visible within the market.

Build Industry Networks

Connect with leaders and professionals.

Share Market Insights

Use LinkedIn to demonstrate expertise.

Securing Meetings

The purpose of most business development activity is to secure a meeting.

Face-to-face conversations build stronger relationships than emails.

Principles

Be Personal

Avoid generic messages.

Reference:

- The person's role
- Their organisation
- Their industry
- Mutual connections

Be Curious

Focus on learning about their business rather than selling.

Be Helpful

Offer insights and information.

Be Local

Where appropriate, mention our Adelaide presence and local connections.

Introductory Email Template

Hi xxx,

I hope you don't mind me reaching out.

I'm a Recruitment Consultant at Mansfield & Co, specialising in Office, Finance and HR Support recruitment. Our team also recruits across broader corporate services and senior leadership positions.

With experience in HR and recruitment, I've been supporting organisations navigate hiring challenges, workforce planning and retention strategies. I'd be happy to share some market insights relevant to your team.

I'd love the opportunity to learn more about your organisation and introduce myself over a coffee if you're available.

In the meantime, I'll send through a LinkedIn connection request.

Would you be open to a brief coffee chat at a time that suits you?

Kind regards,

Additional Meeting Strategies

HR Professionals

When contacting HR leaders:

"I'd love the opportunity to learn more about your organisation and also share some information about the networking events and leadership discussions we run for HR professionals."

Common Ground

Examples:

"I've recently been working with several organisations within the not-for-profit sector and would love to learn more about your organisation."

Or:

"We've recently completed a number of finance appointments within the manufacturing sector and I'd be interested to hear how the market is looking from your perspective."

Geography

If they are nearby:

"We're based on Unley Road, so it's very easy for me to pop in if that suits."

Reducing Commitment

If someone seems hesitant:

"I'll actually be in the area next Thursday morning. If you're available, I'd love to drop by for 15 minutes and introduce myself."

LinkedIn Strategy

LinkedIn is one of the most effective business development tools available.

Weekly Expectations

Connect

Send new connection requests.

Engage

Like and comment on posts.

Congratulate

Recognise promotions and role changes.

Message

Maintain conversations with contacts.

Monthly Expectations

Share Vacancies

Promote active opportunities.

Share Market Insights

Discuss salary trends, hiring challenges and candidate observations.

Share Events

Promote Mansfield & Co events and networking opportunities.

Build Visibility

Ensure your network regularly sees your name and content.

Follow-Up Process

Most opportunities are generated through follow-up rather than first contact.

Suggested sequence:

Week 1

Initial email and LinkedIn connection request.

Week 2

Follow-up email or phone call.

Week 4

Share a market insight or article.

Week 8

Invite them to coffee or an event.

Week 12

Reconnect and check in.

Persistence matters.

Lapsed Clients

A lapsed client is any client who has previously engaged Mansfield & Co but has not recruited through us recently.

Re-Engagement Approach

Reach out to:

- Share market updates
- Check in on hiring activity
- Offer assistance
- Invite them for coffee

Focus on rebuilding the relationship rather than immediately seeking work.

Contact Ownership Rules

A consultant has ownership of a contact when they have communicated with that individual within the previous 12 months.

If a contact has not been engaged within the past 12 months, another consultant may contact them.

Important

There is no ownership of a company.

Relationships belong to individuals.

For example:

Consultant A may have worked with a business previously.

Consultant B may have an existing relationship with someone who joins that business.

Consultant B may continue to develop that relationship.

Business Development KPIs

Business development activity should focus on consistency rather than volume.

Suggested weekly targets:

Relationship Activity

- New LinkedIn connections
- Business development conversations
- Coffee meetings
- Networking event attendance

Market Activity

- Candidates catch-ups
- Client catch-ups
- Market mapping
- Industry research

Visibility Activity

- LinkedIn posts
- Comments and engagement
- Event participation

Final Reminder

People buy from people they know, trust and enjoy working with.

The most successful consultants are not necessarily the best salespeople.

They are the people who consistently:

- Build relationships
- Stay visible
- Follow up
- Add value
- Remain curious

If you focus on relationships first, opportunities will follow.



KPI & Activity Benchmark Guide

Purpose

This guide outlines the activity expectations and performance measures used at Mansfield & Co Recruitment.

The purpose of KPIs is not to create unnecessary pressure or encourage transactional recruitment practices.

Instead, they are designed to help consultants focus on the activities that lead to long-term success.

Recruitment is a relationship-driven business. The consultants who consistently invest time in candidate engagement, client relationships and business development are typically the consultants who achieve the best outcomes.

While placements and revenue are important, they are lag indicators. The activities outlined in this document are the leading indicators that drive future success.

Understanding Leading vs Lag Indicators

Leading Indicators

Activities you can control every day.

Examples:

- Candidate interviews
- Candidate sourcing
- Client meetings
- Business development conversations
- LinkedIn activity
- Networking

Lag Indicators

Results that occur because of consistent activity.

Examples:

- Placements
- Revenue
- New clients
- Repeat business

Focus on the leading indicators and the lag indicators will generally follow.

Daily Expectations

Every day should include activity across four key areas:

Candidate Activity

Client Activity

Business Development

Administration

A balanced desk requires all four.

Candidate Activity

Suggested daily activity:

Candidate Interviews

Target:

1-2 interviews per day

These may include:

- Screening interviews
- Candidate registrations
- Market mapping conversations
- Candidates catch-ups

Candidate Sourcing

Activities may include:

- LinkedIn Recruiter searches
- SEEK Talent Search
- Database searches
- Referral conversations

Client Activity

Client Conversations

Examples:

- Vacancy discussions
- Recruitment updates
- Market feedback
- Relationship-building calls

Client Updates

Every active assignment updated at least twice weekly

Clients should never need to chase us for information.

Business Development Activity

Business development should occur every day, regardless of workload.

New Contacts

Target:

10-20 new connections per week (dependent on maturity of desk)

Sources:

- LinkedIn
- Networking events
- Candidate referrals
- Existing clients

Client meetings

Target:

3-5 per week

Examples:

- Coffee meetings
- Introductory meetings
- Checking in on placed candidates

LinkedIn Activity

Target:

Daily engagement

Examples:

- Commenting
- Connecting
- Messaging
- Sharing content

Administration Standards

JobAdder Notes

All significant conversations should be recorded.

Candidate Records

Maintain accurate:

- Contact details
- Salary expectations
- Availability & Notes

Client Records

Record:

- Meeting notes
- Hiring updates
- Market intelligence
- Relationship history

Monthly Review Metrics

Monthly reviews should consider:

Recruitment Activity

- Jobs worked on
- Candidate interviews
- Candidate submissions
- Interviews arranged

Business Development Activity

- Meetings held
- New contacts added
- Networking attended
- Opportunities created

Financial Performance

- Placements
- Revenue generated
- Pipeline activity

Quality Measures

Activity is important, but quality is equally important.

Consultants will also be assessed on:

Candidate Experience

- Communication
- Feedback
- Responsiveness

Client Experience

- Service quality
- Communication
- Relationship management

Team Contribution

- Collaboration
- Knowledge sharing
- Professionalism

The Mansfield & Co Standards

Every consultant should strive to:

Candidate Applications

Acknowledge within 24 hours.

Client Updates

Provide at least twice weekly on active assignments.

CRM Notes

Complete same day.

Follow Through

Do what you say you will do.

Success at Mansfield & Co

Success is not measured solely by placements.

The most successful consultants:

- Build strong relationships
- Deliver excellent candidate care
- Provide honest market advice
- Invest in business development
- Communicate consistently
- Build trusted networks

The consultants who focus on these fundamentals invariably build successful, sustainable desks.