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# How To **Increase** **Productivity** Of Sales & Recruiting Teams

Seven Steps To Getting More Clients,  
Making More Placements, And Increasing  
Your Revenues

By Michal Juhas



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# Introduction

In the fast-paced and highly competitive world of sales and recruiting, particularly within the IT industry, boosting productivity is not just a goal; it's a necessity.

"How To Increase Productivity Of Sales & Recruiting Teams" is designed to be your guide in this endeavor. This book delves into the intricacies of enhancing the effectiveness and efficiency of sales and recruiting teams.

As we navigate through the strategies and techniques, we begin by addressing common challenges faced by professionals in these fields.

From improving engagement rates to deepening industry knowledge, and from refining candidate assessment to enhancing communication skills, this book offers insights into the most pressing concerns of Account Managers and Recruiters.

By tackling these challenges head-on, we pave the way for not just meeting, but exceeding targets—ultimately leading to more clients, more placements, and increased revenues.

Let's start by listening to the voices of those in the trenches—the Account Managers and Recruiters themselves—as they articulate their aspirations and obstacles:

## Challenges for Account Managers:

- *"I'd like to increase my candidate introduction to intake rate to 70%"*
- *"I'd like to learn how to have in-depth discussions with hiring managers."*
- *"I'd like to become a partner/advisor for my Clients by getting much more IT industry knowledge."*
- *"I'd like to have better understanding of clients' needs & expectations."*
- *"I'd like to increase my candidate introduction to Hire rate from 35 to 45%"*

## Challenges for Recruiters:

- *"My goal is to develop my IT knowledge so that I can be better and faster at finding the best match for our clients."*
- *"I'd like to increase my amount of candidates I offer every month to clients."*
- *"I'd like to be able to better qualify the vacancies, learn new sourcing methods, and how to identify the must-have's for each job description."*

- *"I'd like to be able to talk to candidates more professionally, improve my technical knowledge, and address their specific needs and wants."*
- *"I'd like to increase my placement rate from 67% to 75%."*
- *"I'd like to increase my hires from 2 to 3 every month."*

# Seven Steps To Increasing Account Managers' and Recruiters' Productivity

Are you planning the next quarter and wondering how can your recruiters and account manager make more placements?

**Well, you are not alone!**

We've been working with staffing agencies in the US, EU, and India over the last four years and noticed several patterns and common themes.

In this blog post, you'll find seven specific tips on how your recruiters and account managers can fill more IT vacancies.

First and most important, start with a strong IT foundation:

## #1: Start With A Strong IT Foundation

There's no doubt that IT terminology is extremely boring and distant for the majority of HR professionals.

Since there is no formal certification necessary to perform this job, recruiters usually avoid learning the IT vocabulary.

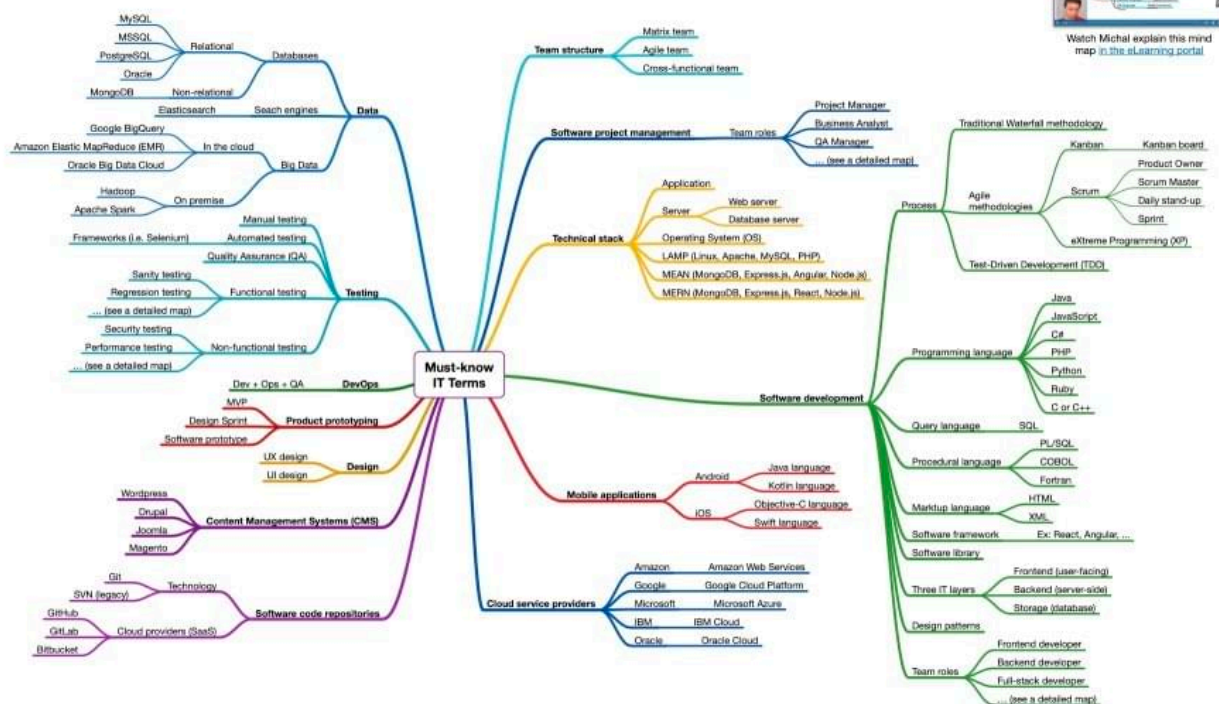
Without the knowledge of common IT roles, technologies, programming languages, and tools, account managers (AMs) are not confident when interacting with hiring managers. And recruiters (RCs) are not confident when screening IT candidates.

They take shortcuts and try to make it up "somehow."

This leads to poor analysis of the job requirement and low-quality candidate screening.

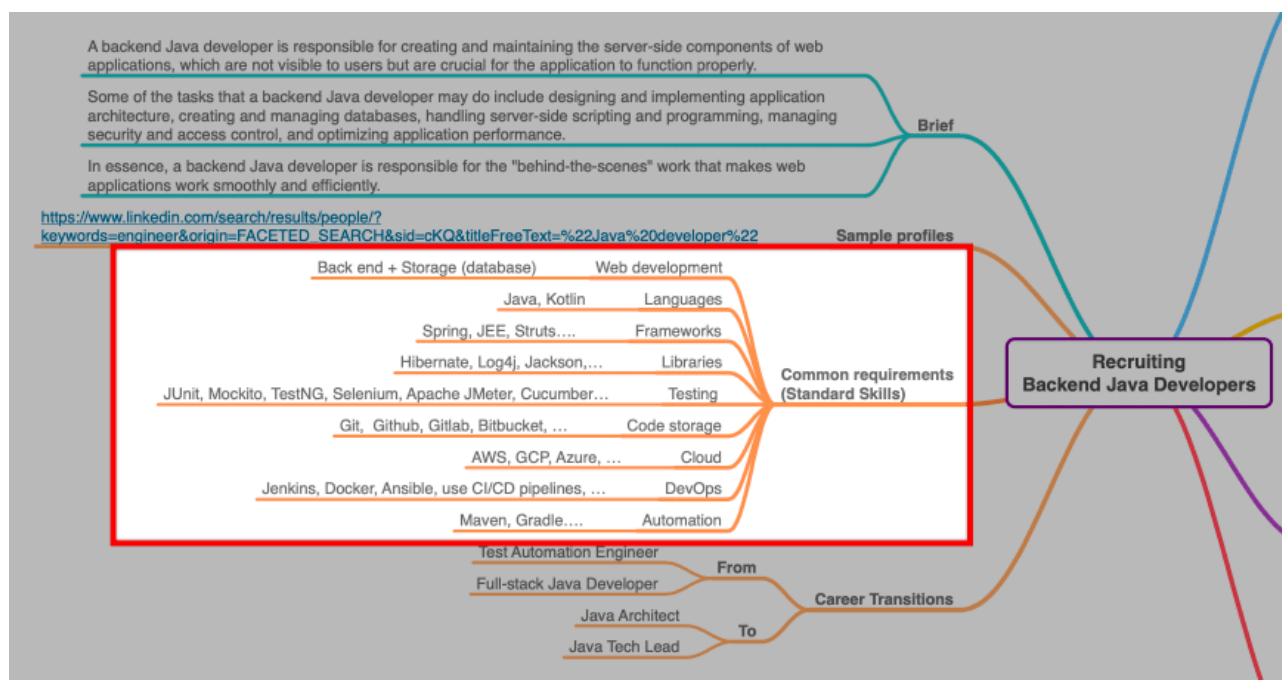
As a result, few positions are successfully placed.

## Must-know IT Terms



Watch Michał explain this mind map in the Learning portal

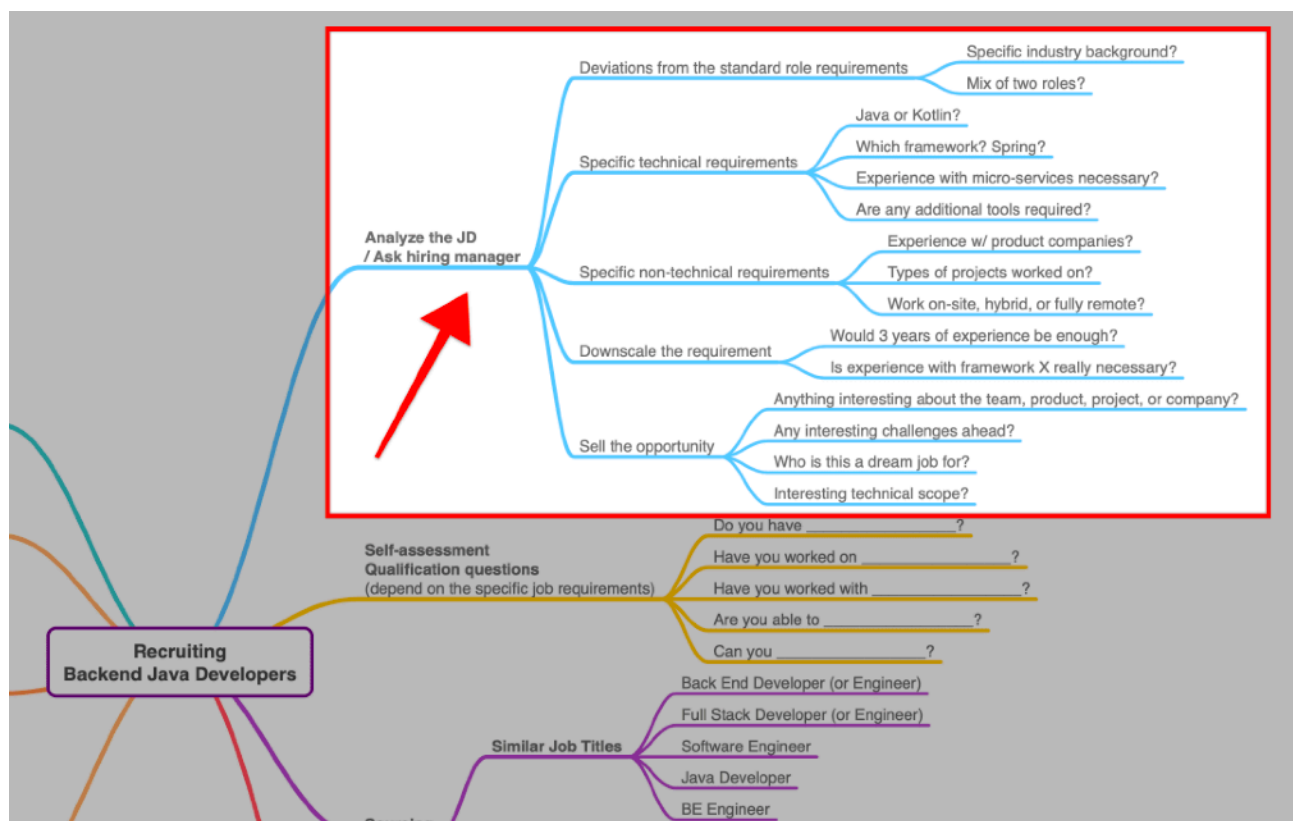
Instead, the best teams insist on AMs and RCs knowing the common IT terminology. They set a baseline of what EVERY account manager and EVERY recruiter on their team should know even in the middle of the night.



Some of the must-know IT terms are displayed on a mind map below and include words such as Agile, Scrum, Java, JavaScript, Git, Hackathon, WordPress, Cloud, Stack, Relational database, and Prototype.

It would be awkward for a recruiter to be on a call with a candidate and not know those keywords.

After AMs and RCs learn the basic must-know terminology, they should learn IT terminology **specific to different IT roles**.



See an example with Java Developers on a mind map below. It includes keywords such as Spring, J2EE, Kotlin, JUnit, Maven, and Gradle.

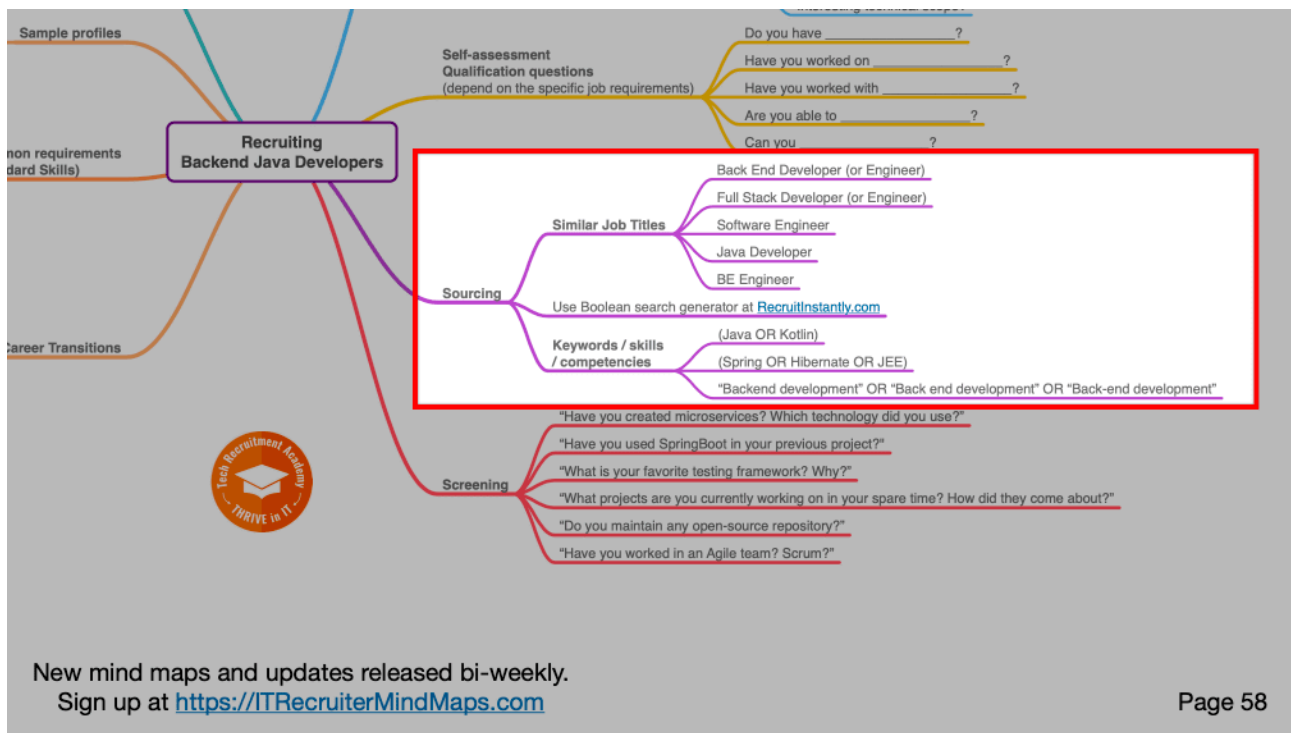
Again, it would be quite awkward for a recruiter to book a call with a Java Developer and not know what is **Spring** or **SpringBoot**.

Those who want to be perceived more professionally take time to learn.

## #2: Deeply Analyze IT Job Requirements

After AMs and RCs learn the basic IT terminology, they should learn how to thoroughly analyze a job requirement:





Account managers should master this skill because if they fail to recognize who EXACTLY is the hiring manager looking for, recruiters will waste weeks or months looking for not-a-fit candidates.

They would analyze the job requirements of Java Developers in five different areas. On the mind map, they can see a few questions to help them get started.

### 1. Clarify deviations from the standard role requirements:

- "Is any specific industry background needed for this project?"
- "Is this a mix of two roles, i.e. developer and architect?"

### 2. Clarify technical requirements:

- "Which language will the new joiner use? Java or Kotlin?"
- "Which framework will the new joiner use? Spring?"
- "Is experience with micro-services necessary?"
- "Are any additional tools required?"

### 3. Clarify non-technical requirements:

- "Is experience with product companies or start-ups important?"
- "Do you have any preferred types of projects the candidate should work on?"
- "Does the candidate need to work on-site, hybrid, or fully remote?"

### 4. Clarify how to downscale the job requirement:

- "Would 3 years of experience with Kotlin be enough?"
- "Is experience with Spring framework really necessary?"

## 5. Clarify how to sell the opportunity to candidates:

- *"Is there anything interesting about the team, product, project, or company?"*
- *"Are there any interesting (technical) challenges ahead?"*
- *"Who is this a dream job for?"*

## #3: Use The Right Keywords To Find IT Candidates On LinkedIn Faster

While LinkedIn offers very advanced search capabilities, very few recruiters can use it the right way. Most of them only scratch the surface.

They often just use the dropdown to select a "Java Developer."

That's what 10-year-old kids could do as well...

We expect professional IT recruiters to go well beyond this basic functionality and use **advanced search functions with complex Boolean queries**.

Each mind map dedicated to one of the standard 72 IT positions includes several Boolean queries to help recruiters get started:

One such Boolean query for a similar role of a Full-stack JavaScript or TypeScript Engineer with mobile development experience is:

BOOLEAN SEARCH / KEYWORDS:

(JavaScript OR TypeScript)

AND ("React Native" OR ReactNative)

AND (Nodejs OR Node.Js OR "Node JS" OR Node)

AND (Fullstack OR "Full stack" OR Full-stack)

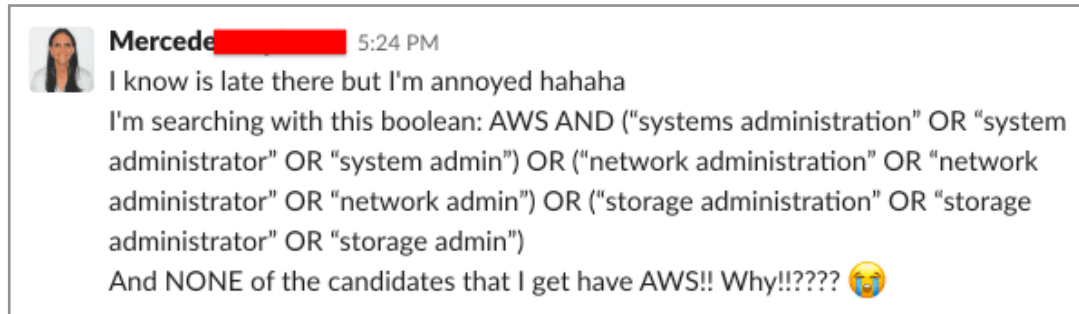
AND ("mobile development" OR "mobile app development"  
OR "Android" OR "iOS")



## #4: Avoid Four Common Mistakes When Using Boolean Search On LinkedIn Or ATS

Recruiters often get lost in more complicated Boolean queries.

One common mistake which Mercedes also struggled with is mixing AND and OR



Boolean operators without brackets:

The right way to write the above query would be:

```
AWS AND ( ("systems administration" OR "system administrator"
OR "system admin") OR ("network administration" OR "network
administrator" OR "network admin") OR ("storage
administration" OR "storage administrator" OR "storage
admin") ) )
```

There are **three other similar mistakes** that most recruitment specialists make and waste time as they don't even know they make these mistakes.

[Enroll your colleagues in our professional training](#) to make sure they avoid these common mistakes.

## #5: Use ChatGPT To Attract IT Candidates On Social Media

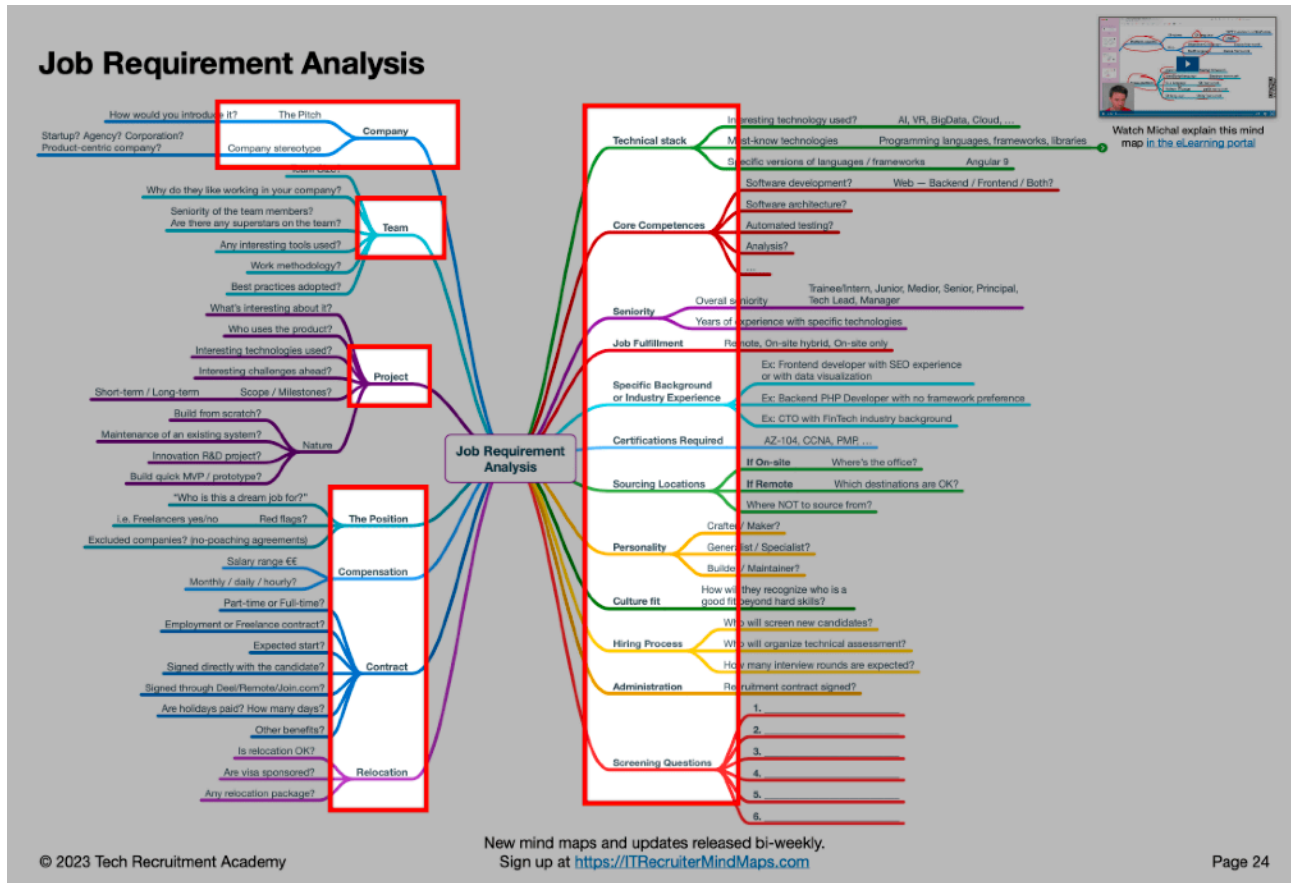
IT professionals, like everyone else, use social media: Facebook, Instagram, LinkedIn, Twitter, TikTok, ...

Posting on social media is free but most of the recruiters post boring and not engaging posts on social media. They don't get any traction as a result.

Instead, we suggest following these five simple steps to publish content that IT professionals are more responsive to:

# 1. Brainstorm What Makes This Job Opportunity Unique

Even though IT roles are very similar to each other (i.e. front-end developers use JavaScript or TypeScript, and React or Angular to create responsive websites), **every vacancy is unique and can be presented as such.**



A good account manager or recruiter can identify an interesting angle.

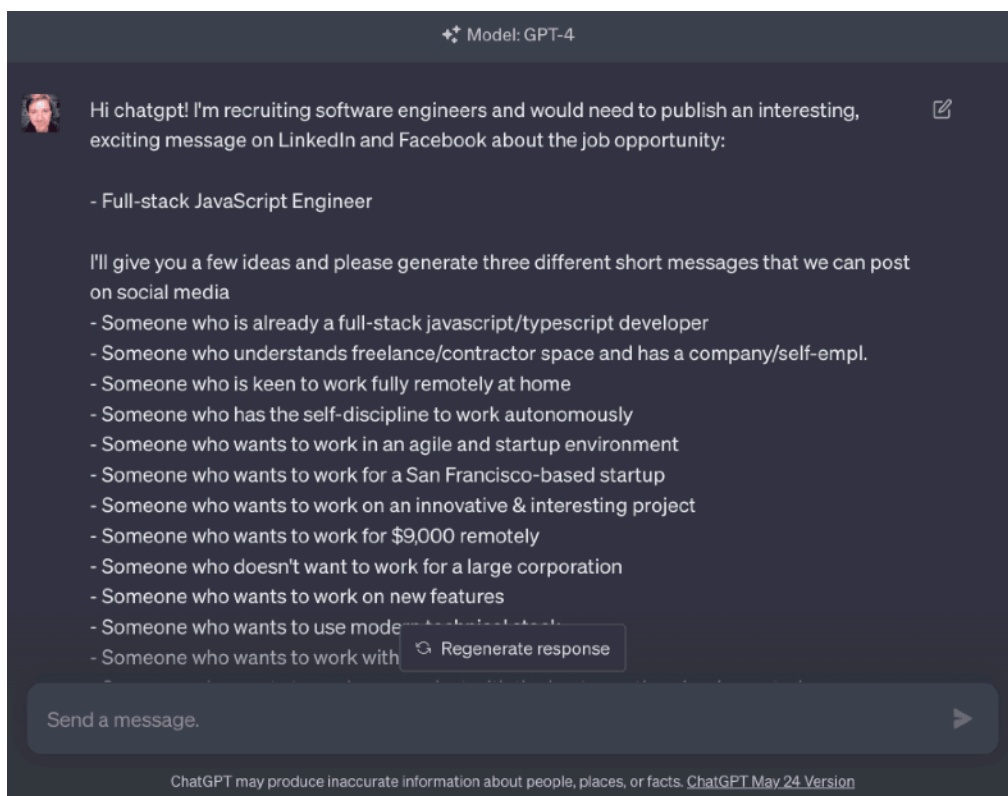
As you can see in the screenshot above, recruiters analyze several aspects of the job:

- Company
- Team
- Project / Product
- Position
- Compensation
- Contract
- Relocation
- Technical stack
- Core competencies
- Seniority
- Job fulfillment
- Specific background or industry experience
- Certifications

- Sourcing locations
- Personality
- Cultural fit
- Hiring process
- Administration
- Screening questions

## 2. Write a Prompt For ChatGPT

Based on AM's or RC's knowledge of the IT vacancy, they can write a prompt for ChatGPT to generate a few posts that can be published on social media.



## 3. Wait For ChatGPT To Generate a Response

Once ChatGPT writes the content of the messages, a recruiter can choose one to publish on social media:

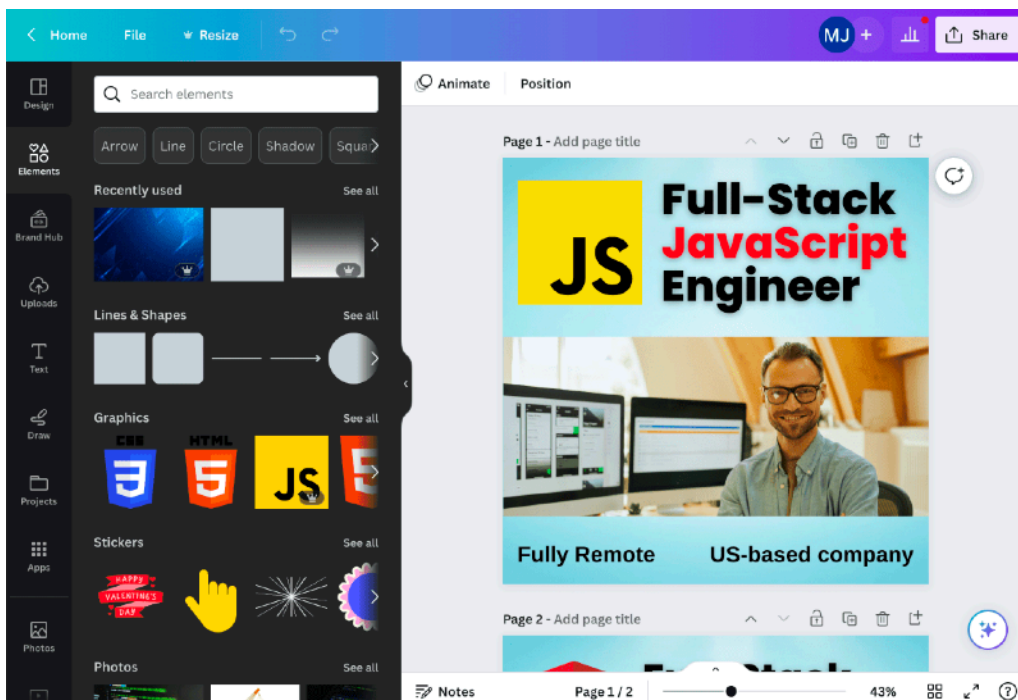


## 4. Create a Simple Image In Canva

When recruiters post on social media, they can attach an image that includes the name of the position (i.e. "Full-Stack JavaScript Engineer").

Plus, they can add a logo of the technology, i.e. JavaScript's official logo is a yellow square with JS written on it.

We like to use Canva to because it allows us to search stock images or logos and create an image such as this one in under 5 minutes:



## 5. Post On Social Media

When both the image and message are done, a recruiter can post it on LinkedIn, Facebook, or Instagram with a slightly different call-to-action to take into consideration the platform's specifics.

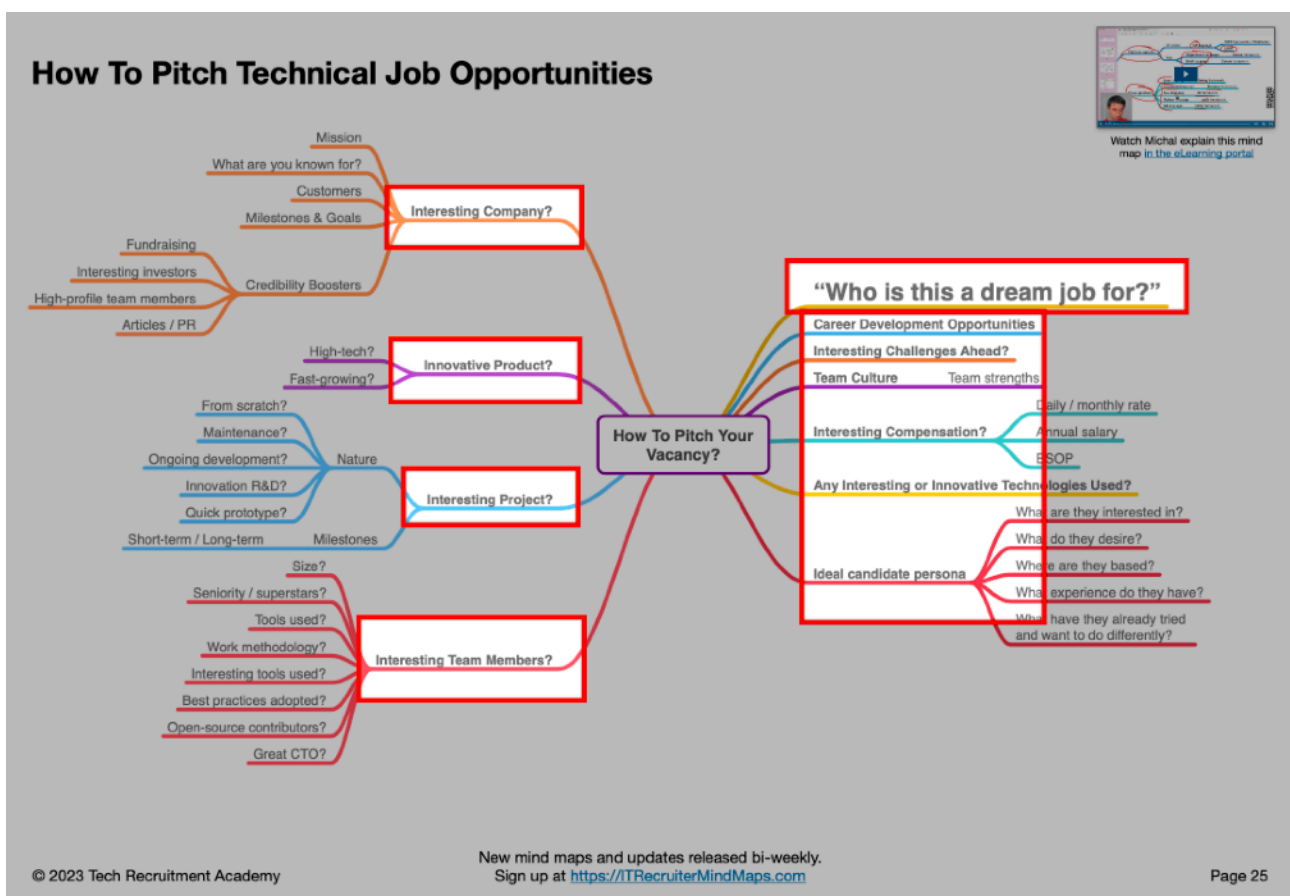
## #6: Send Compelling Messages To Prospective Candidates On LinkedIn

One of the common mistakes recruiters make is sending boring, generic messages to IT candidates. And they wonder why they have so low response rate...

Instead, great recruiters mention the right amount of interesting and relevant information in the cold message.

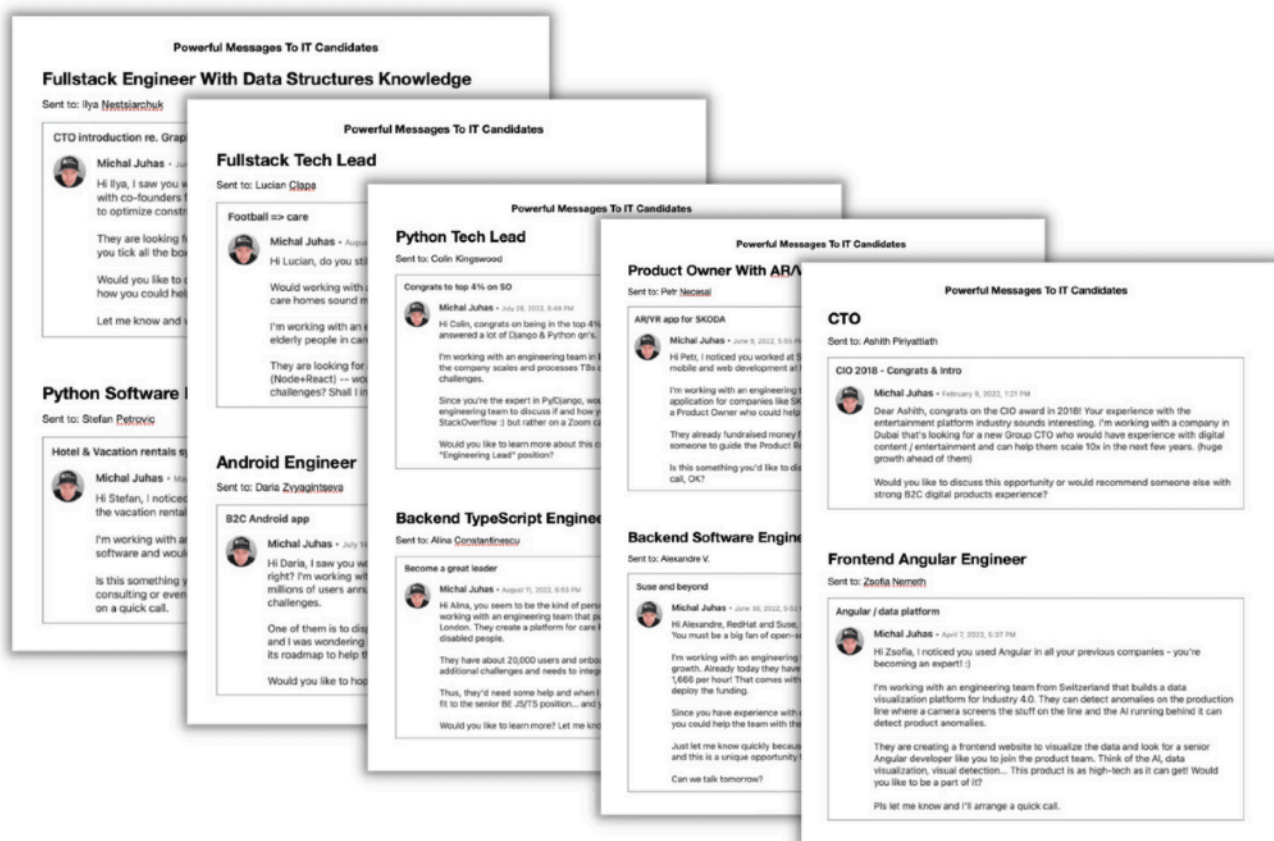


See a mind map below with different aspects of a job that can be used as prompts when sending a message to candidates:



We compiled 70+ unique messages that Michal Juhas sent to candidates for 50+ different IT positions into an eBook which serves as a great source of inspiration and benchmark.

Enroll your colleagues in our professional training so they can write great messages, too!



## #7: Screen IT Candidates With Templates

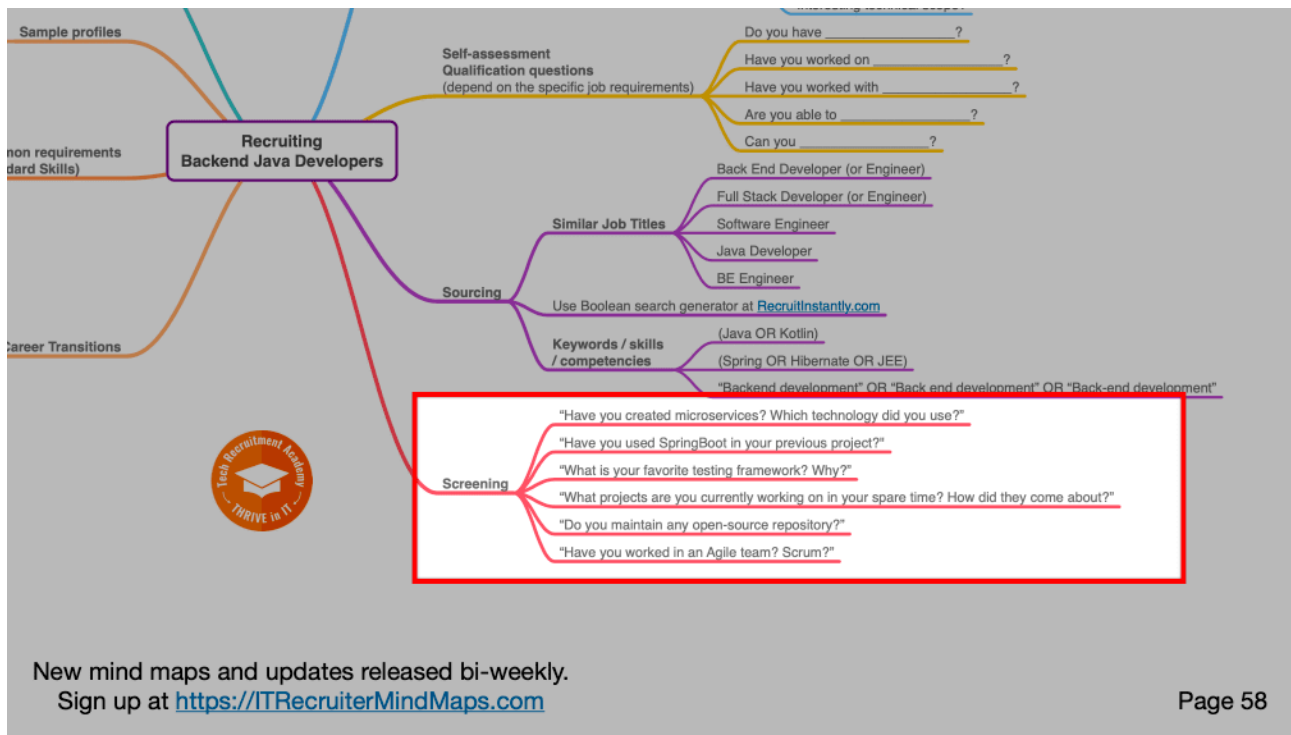
When recruiters finally get a great candidate for an interview, they should not screw it up, right?

RCs should be able to screen candidates thoroughly and prepare detailed assessments or candidate reports.

We drafted a few questions for each IT position to help them get started:

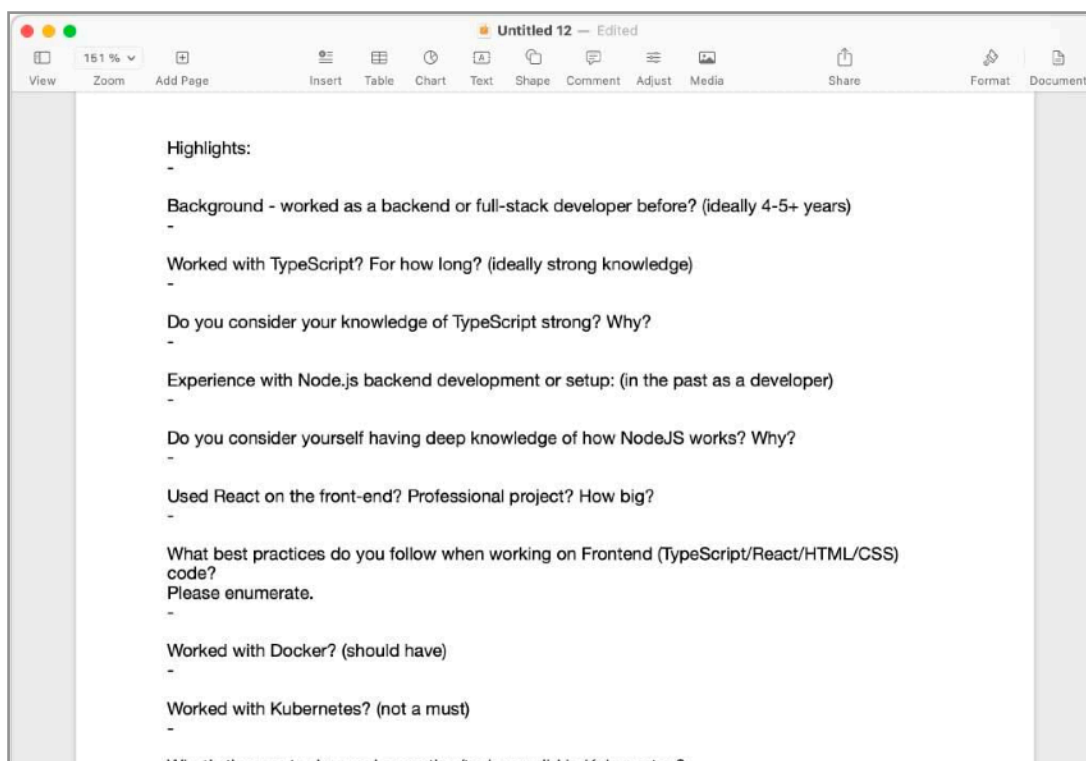
However, the most helpful activity out of all is to prepare a candidate screening template before an interview. See an example below:





Screening interviews conducted with well-prepared templates such as the one above ensure that all candidates go through the same set of screening questions, nothing is forgotten, and the assessment is objective.

To conclude, IT recruitment is not any rocket science. We've seen recruiters transition from non-tech roles to IT and after 1-2 months be more productive than senior recruiters who haven't taken the time to learn the basics.



# Would You Like To Increase Your Team's Productivity And Onboard New Joiners?

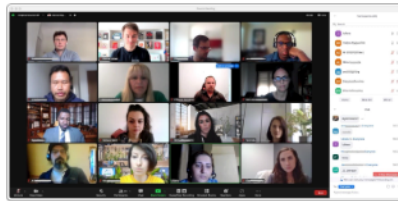
If YES, then [book a call with us!](#) We've trained thousands of IT recruiters around the world and can organize similar training for your team as well!

## ✓ On-site Training



Book our instructors, including Michal Juhas, for a one-day training at your premises.

## ✓ Online LIVE Training



Get Michal Juhas to train your team in a series of Live sessions on Zoom or MS Teams. LIVE sessions will be complemented by pre-recorded training and follow-up worksheets.

## ✓ Pre-recorded Training



Enroll your colleagues in pre-recorded video courses where our instructors including Michal Juhas teach the essential IT terminology and IT recruitment strategies.

## ✓ Popular Mind Maps



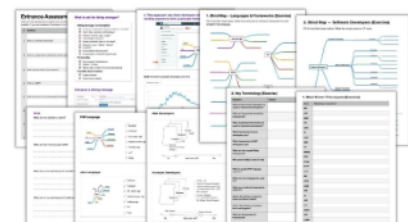
Get access to our popular [mind maps](#) that are used by 5,000+ recruiters, HR managers, and TA specialists from 50+ countries around the world.

## ✓ Slide Decks



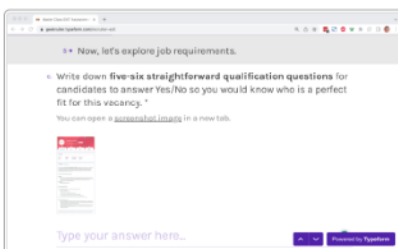
Each training module includes mind maps and slide decks which make it easier for your colleagues to digest and learn the essential IT terminology.

## ✓ Worksheets



Our worksheets and quizzes help recruiters and account managers remember the IT terminology and use what they learn in real-world, practical exercises.

## ✓ Exit Assessment



We'll set the bar high and make sure your team meets these high standards at the end of our training program.

## ✓ Certificate Of Completion



Your team members will get a digital certificate of completion of our advanced professional training.

## ✓ Community Interviews



Get access to additional content recorded with senior IT recruiters and Bounty Hunters.

# Testimonials



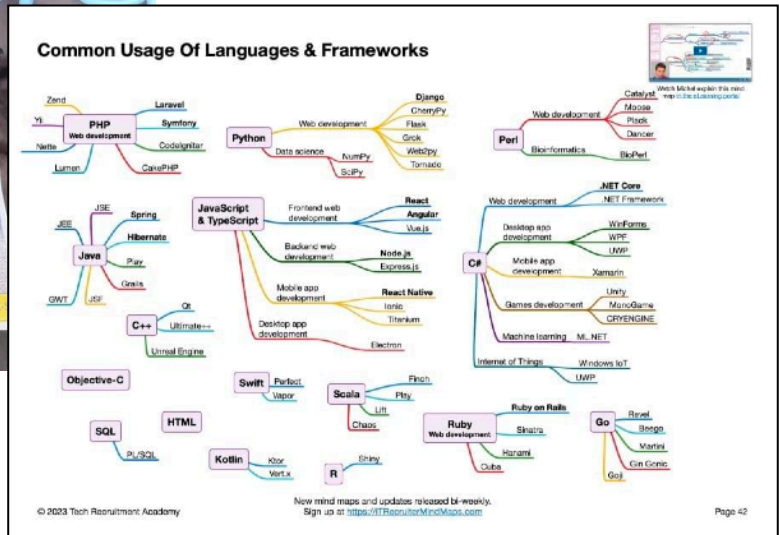
Manpower Czech Republic

<p><i>"Thank you for so much information. I will be working on processing it for a long time."</i></p> <p><b>— Dana Sukupová, Manpower</b></p>	<p><i>"The amount of information in the materials is really overwhelming. Thanks a lot, there will be something to come back to."</i></p> <p><b>— Jana Vlčková Diddenová, Manpower</b></p>
<p><i>"It was great, the platform and all content on it is awesome. It will make me more creative and it will help me to improve my skills."</i></p> <p><b>— David Veverka, Manpower</b></p>	<p><i>"Very useful, super knowledge boost, complex training with very well-structured materials, exercises, mind maps, etc. Loved it and will use it forever!"</i></p> <p><b>— Radka Čornejová, Manpower</b></p>
<p><i>"The platform is great. The training was very informative and engaging. I improved my sourcing skills a lot. Great learning experience."</i></p> <p><b>— Yuliia Shevtsova, Manpower</b></p>	<p><i>"I liked all structure of training. I found it useful for my recruitment career, mainly boolean search, IT terminology and repeat candidate and client management."</i></p> <p><b>— Ivana Jungligova, Manpower</b></p>
<p><i>"Thank you very much for the great training, I have a better understanding of many things and I am already using it in practice."</i></p> <p><b>— Veronika Zajacová, Manpower</b></p>	<p><i>"I liked everything a lot. As I am starting again, I know I will do things differently. I like how Michal uses tables; everything is organized, he knows what to do and where to reach. I want to be able to do that too. Now I was preparing a new position and I did it just like in Prague and have everything in one place. And I also want to try to look for candidates the way Michal does. I will write them personal messages, not just bulk ones."</i></p> <p><b>— Kristyna Martincova, Manpower</b></p>
<p><i>"It was great and useful."</i></p> <p><b>— Daria Onufriets, Manpower</b></p>	
<p><i>"Those mind maps are awesome and those examples also, Michal you are very nice talking person and this course has everything IT recruiters need!"</i></p> <p><b>— Ivana Vacková, Manpower</b></p>	



# The Mind Maps

Our popular [mind maps](#) (4,000+ copies sold) usually play a pivotal role in our training. Everyone likes them because they simplify the whole IT world:



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Please book a video call with our customer success representative to discuss which option would be the best for you:

<https://techrecruitmentacademy.com/call>





