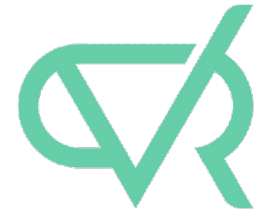This strategy will help you build an automated inbound machine to constantly drive candidates into your business on autopilot.

The Ultimate Outreach Recruitment machine

We use the exact strategy in our own recruitment business.

LEARN | AUTOMATE | ATTRACT | HIRE

A LITTLE
ABOUT US!

No more BIG recruitment agency fees,
NO MORE AVERAGE CANDIDATES

USE the exact same strategy that WE use in OUR own recruitment agencies. This program will give you the tools and the blueprint you need to implement the ultimate inbound operating PROCESS that creates systems in your own business, so that candidates come **INBOUND.**

Off the back of our vast recruitment experience we have created the ultimate outbound recruitment system that you can implement in your own business in less than one day, at a fraction of the price it would cost if you used an agency. OVR is an Elearning video coaching programme that gives you tools, systems, and blueprint you need to build the ultimate recruitment process for your company.

Our knowledge is built on years of industry and real world experience in building our own recruitment business across various vertical markets in Freelance and Perm. Our first hand experience has given us a unique strategy we want to share. Packaged up in a quick to learn, easy to implement framework for you to run in your business at an affordable price.

Our strategy have been designed to put your outbound recruitment process on autopilot, empowering you to build more relationships, make more placements and increase revenue by not using external agency.

THE OVR JOURNEY **& TIMELINE**

OVR Journey Map

We work with companies of up to 50 in headcount, who want to hire the best people in their market, without the use of recruitment agencies (and their fees!), or the reliance on job board advertising

We have leveraged our recruitment knowledge and created a innovative and creative solution. Specifically created to help you attract niche candidates for your business, packaged up in **3hrs of video content** that you can watch implement in your own time.

We provide you all **tools, workflows, tips and strategies** to implement the same framework we use in our own business. You start taking ownership of your recruitment strategy and start engaging with candidates right way.

Attract.

Use nurturing campaigns to enhance your brand, so you are front of mind as people consider their job options. They'll know you, like you and trust you

4

Learn.

With no previous recruitment skills required, learn how to implement and use our new-age recruitment model, through simple to follow videos and supporting documents

2

3

Hire.

Virtual Assistants will carry out your recruitment administration hiring process, and keep your time investment to a minimum. OVR will only require up to **2 hours work per week** time investment.

1

Automate.

Automate the candidate attraction recruitment process, using proven and inexpensive technology tools. This cost is less than **£190 per month**
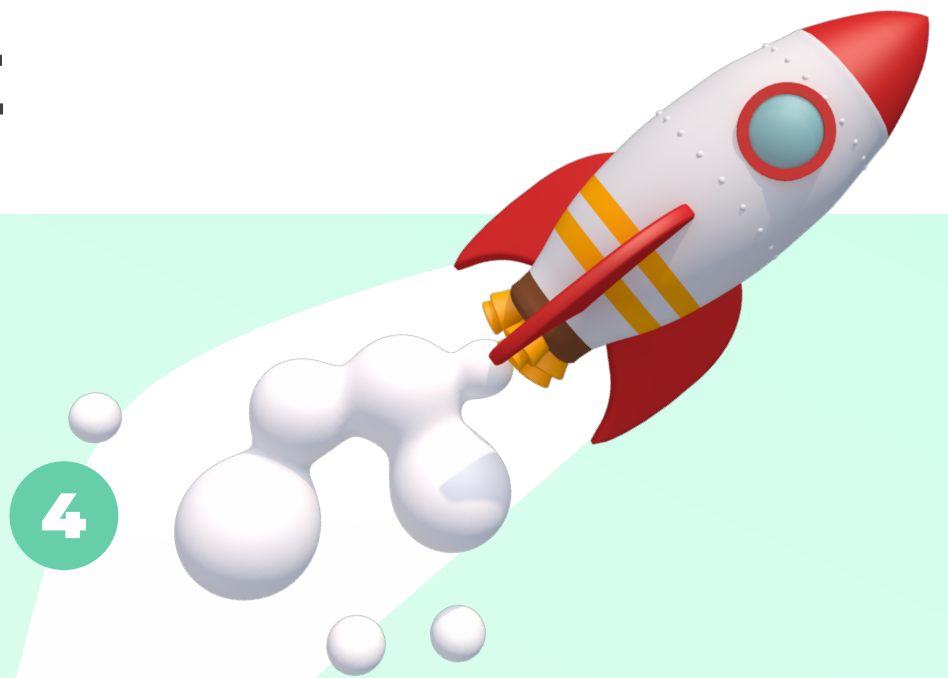
KEY TO SUCCESSFUL HIRES IS USING A SYSTEMIZED PROCESS !

In recent years we have seen a huge global shift in business looking for innovative ways to hire people for their business especially when the cost of inflation is forever looming. With the traditional ways of using a specialist recruitment agency, job boards and black book referrals can get expensive and bottoms out.

We all know finding good candidates in this this tight market is ever becoming incredibly harder than ever, and business needs to be creative and innovative to nurture with candidates.

So, we've built and designed systemised framework program that suits start & scale up business across multiple sectors and industries, when they want to hire niche candidates. With the technology that is available in our industry, we have created an unrivalled system and process optimising the best of the technology, which is not only cost-effective for your bottom line, it can be done with very little human effort in-house.

When building the ultimate outbound strategy, **there are four pillars that we use.**

Throughout this guide, we focus on the steps you can take to build an 'Outbound Machine' to drive passive candidates into your business consistently.

Learn.

Through specifically created bite size video content via our online portal.

Automate.

We advise you on what tech to use, and how to implement our process into your current hiring strategy.

Attract.

We teach you how to engage and nurture candidates, and attract them to your company **Perm Or Freelance.**

Hire.

The word says it all.

The OVR **Business ROI Impact**

Get Fast ROI

Our clients have been able to achieve better business results in terms of improved quality of candidates, speed to hire, and candidate diversity.

Results Driven

OVR enables companies to attract and hire niche candidates in across multiple industries, whilst being more cost effective than using a specialist recruitment agency.

Up-skill your current recruitment team.

Give your current HR / Recruitment staff the unfair advantage of OVR framework and learn on the go with our Online Video's.

The Four **Pillars strategy**

When building an outbound strategy, there are four pillars to work on. Each pillar comprises a set of activities, each feeding into the next pillar, creating a complete outbound system - or 'Outbound Machine' as we call it.

The four pillars of outbound success: •

Pillar 1

Learn how build the the ultimate outbound recruiting system for your business

Pillar 2

Implement the steps, follow the process of our systemized framework

Pillar 3

Engage with your candidates, start building communities, or niche candidate pools for your jobs.

Pillar 4

HIRE the right candidates for your business

The purpose of an Outbound Machine is to work consistently in the background, generating candidates for you and your company, and bringing prospects to you once they are ready to talk with your business. You could partner with OVR to have us look after the entire process or dedicate some of your own time and resources to build and maintain this yourself.

Setting the
Expectations

Whilst your outbound strategy may generate results in the first week, the best ROI is seen over a long-term period. OVR outbound strategy gives you you the tools to build meaningful relationships with potential future hires and you do this by building candidate communities with the goal to introduce them to your brand, so that when the right position or project comes up in your business, you will have a pool of candidates to choose from, who are aware of your brand.

It is also important to remember how quickly candidates' jobs/projects change, a candidate may have no need to be looking for a new role/project when you contact them initially, but suddenly faced with a cancelled project, or company restructure, this could change overnight. This is an ideal time for your brand to be at the forefront of your prospects' minds.

Play the long game with your outbound efforts, it will pay off

The Ultimate **Outreach Program**

Module 1

Old v's New approach with OVR

What's required to successfully implement OVR

New age candidate attraction overview

The OVR Spoke

Module 2

Overview

Video outreach mastery

Using your ATS effectively

Using email automation effectively

Using Linkedin automation to deliver real results

Module 3

Defining your niche candidate market pools

Candidate nurture campaigns

How to get in the 95th percentile for Linkedin inmail responses

Recruiting a live role

Candidate Management

Module 4

How to hire/interview your VA/VA sourcer

Training your VA sourcer to manage your recruitment administration

Essential daily/weekly/monthly/quarterly VA candidate nurturing tasks

The OVR **Three Quick Tip Strategy.**

Even if you decide not to join the many happy OVR customers, below are three things which you <u>MUST</u> implement in your business today if you are to stay competitive in a busy candidate market

Step 1

Incorporate video messaging into your candidate outreach. Add a human touch to the bland and out-dated job specification format, which 99% of your competition rely on when hiring directly for their business

Step 2

Incorporate email automation into your candidate outreach and marketing communications - make sure your content is on-point

Step 3

Start connecting and building out, communities of candidates on LinkedIn. Share information on your business, press, new projects you have won etc so that when these candidates are considering their job options, you are front of mind.

Conclusion

1 This strategy has helped our clients save thousands in fees and really reduced their admin time in the recruitment process. Furthermore, it has improved their time to hire, by having readily available candidate pools to tap into, when a project kicks off

2 If you are seriously considering building out your internal recruitment process and reducing the reliance on your Agency usage to generate new candidates for your company, then you need to consider building an optimised system strategy which includes both inbound and outbound methods that are tried & tested. This will give you an unfair advantage in the hiring market

3 As you have been reading through this guide, you may have considered whether it's possible to handle this alone. This is the exact reason we created the guide, to offer complete transparency in what we do, allowing you to replicate our process yourself and you're not alone in that, as our weekly client zoom calls are there to answer any questions you have
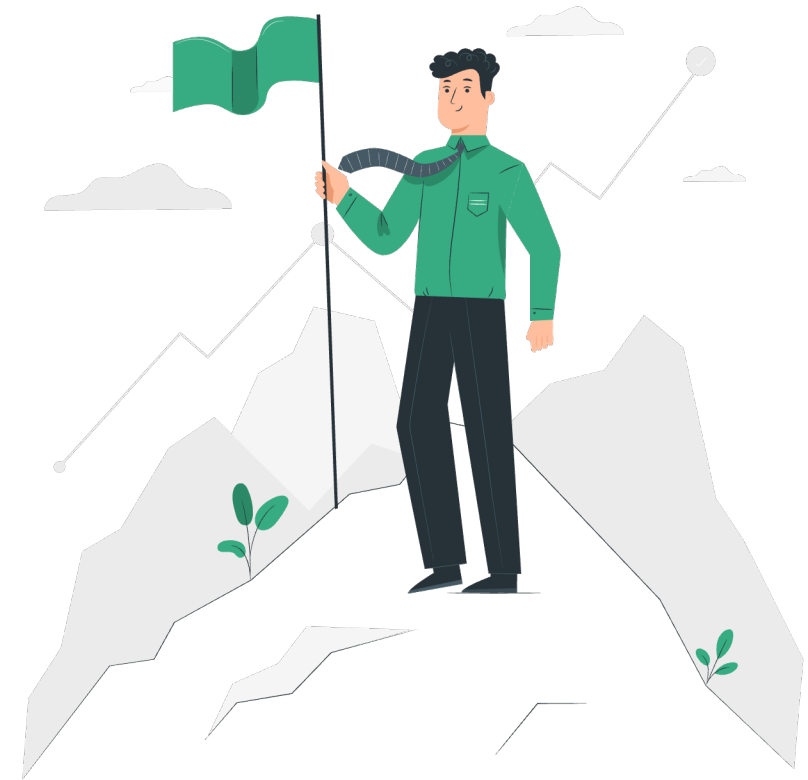
HOW TO GET STARTED
WITH OVR

If you are interested in finding out how OVR can start saving your company money and generate building an inbound candidate machine for your business, schedule a free business X-ray call, and go through everything you need to know how it works to get you started.

As you have been reading through this guide, you may have considered whether it's possible to handle this alone. This is the exact reason we created the guide, to offer complete transparency in what we do, allowing you to replicate our process yourself and you're not alone in that, as our weekly client zoom calls are there to answer any questions you have

Our **Services**

1

Starter Pack DIY
£249 Per Month

- 4 hours of e-learning video training content and supporting documents
- 6 months of access to the OVR portal
- 30 Minute zoom Induction framework set up call
- All Modules 1-4

2

Consulting Pack
£499 per month

- 4 hours of e-learning video training content and supporting documents
- 6 months of access to the OVR portal
- 30 Minute zoom Induction framework set up call
- Six 30- minute coaching sessions on Zoom
- Special bonus video outreach content

3

Outbound Retainer Service
Price on Request

In this service we design, create and manage all of your outbound campaigns for you, assign you a CSM to your account.