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# The Rich Recruiter

**THE  
RICH  
RECRUITER**



**ANDREW LEONG**



## Synopsis

Whether you're new to recruitment, an experienced recruiter or a struggling recruiter, The Rich Recruiter is a step by step guide on how rich recruitment consultants achieve their success. The Rich Recruiter has been written specifically for recruitment consultants working for recruitment agencies. Therefore, it has remained completely true to the industry. You'll learn:

1. How to win new clients, even in a competitive market
2. How to handle objections and bypass preferred supplier lists (PSL)
3. How to get past difficult gatekeepers
4. How to acquire the direct numbers and email addresses of those hard to reach clients
5. How to write, structure and target winning e-shots that pull in jobs
6. Where to find and how to approach the best candidates that'll beat your competitors
7. How to significantly reduce candidate dropouts during the recruitment process
8. How to increase your candidate's interview skills so they get the job
9. How to get meetings and how to conduct meetings with clients that'll win their business
10. How to successfully negotiate and close deals that'll maximise your fee rate while creating a win-win situation
11. How to cold call and do spec calls that'll put you head and shoulders above your competitors
12. How to create and maximise your recruitment luck

## Book Information

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## Customer Reviews

This is a great book. It is well organized and detailed on how to start recruiting. It's great for a first time beginner like myself. I have read the Headhunting housewife which does not compare to this book. I would recommend this book for business programs that have courses on recruitment. Even if you are an experienced recruiter, I think this book would be helpful to you too. There are sections where it acknowledges the challenges in recruiting and it validates your struggles, which is encouraging to me. I am a new recruiter and am glad for reading this book because it really teaches me the steps to take in getting new clients and how to make those cold calls. There are guided scripts on what to say for various situations. This will help new recruiters who are starting out, on how to handle clients who are not interested. In addition, this book has steps on how to find clients and candidates appropriately. I wish I had bought this book first, it would have saved me money. Other books do not compare to this one. Buy this book.

I am almost done reading this book and it is fantastic. I'm currently an HR Generalist recruiting for the organization I work for and have been interested in executive recruiting for about 4 years now. I had to gain experience and confidence that I'm now wrapping my head around having read this book. I'm getting ready to venture on my own and jump into this industry with both feet and be a Rich Recruiter! Brilliantly written and explains everything you need to know to be successful. If you're flirting with the idea of recruiting or working from home...but this book. It won't disappoint.

A solid book on recruiting. Excellent resource for anyone new to recruiting, anyone thinking of joining the profession and a good review of the basics for all of us seasoned vets. I will be having any potential new hires read this in the future prior to joining our firm so they really can understand this profession and make sure it is for them.

This was a great book for me as I'm only coming up on four years of recruiting experience myself. Even in the areas of the book that I wasn't learning, it was great to confirm that what I am currently doing is logical. Andrew Leong is a no-fluff writer who is clear, structured, and humble. These are rare qualities in the recruiting world, so it was a breath of fresh air. Very much worth a read!

Excellent book for a new or existing recruiter with lots of tips from Andrew's experience. Reminded

me of things I was forgetting to do. Also very helpful downloads from his site that remind you to cover all the bases. Would recommend it to all recruiters

This book answers many of the key questions for entrepreneurs trying to start a recruitment consultancy agency. I'm glad that great people like Andrew Leong take their time to share this information with us. It gives you more confidence once you have a way of doing things and he gives you this things in the book. Thank you Andrew!

Been working in recruitment for a few years and this book is a good reminder on what to think about to get more placements done etc. It also provided me with great new ideas and tools to be working with from now on.

Good read for newbies in the staffing industry. Great tips and sales techniques. I will definitely visit his website for additional resources.

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