

# RULE

To excel. To be the best.

**Recruitment**

# Welcome to **RULE**

## The recruitment agency that attracts the best

We place the best professionals into the best recruitment jobs at the world's leading organisations.

For more than a decade, our energy and industry knowledge has attracted the most talented graduates and experts.

From trainee jobs to C-level positions, we guide ambitious people into exciting careers with their ideal employer, all over the world.

As a boutique recruitment agency based in London, we specialise in recruitment to recruitment, search to search and sales recruitment. RULE has strong relationships with numerous FTSE multi-nationals and buzzy independent firms.

Our clients trust us to find the best candidates for the best recruitment and sales jobs.





# Reach the **top**

## Choose a career in recruitment

Does a fast-paced  
recruitment job with  
unlimited earning potential  
sound attractive to you?

Take control of your future.

Recruitment consultancy is a  
direct sales role: you sell clients to  
candidates, and vice versa.

It's the pinnacle of the sales market  
and no two days are ever the same.

You will effectively be running your  
own 'business within a business' from  
your desk.

RULE will explain all your options and  
guide you into an exciting role at your  
ideal recruitment employer.

A great  
recruiter can  
make **£100k**  
in their  
first year





# How to find the perfect candidate

## Targeting the right people is essential

### 1. Headhunting

Approach someone who has the credentials to do the job you're recruiting for. With tools such as LinkedIn, this is becoming more widely used.

### 2. Advertising

A simple and effective way to entice talent. Most commonly activated through appropriate online job boards or national press.

### 3. Networking

Stay connected and ask people whether they know of a suitable candidate. A simple referral fee usually does the trick!

### 4. Database

All candidate details are stored – after all, a person might not be suitable for a job today, but maybe they will be later on.

90,000 UK  
recruitment  
consultants  
place around  
600,000  
candidates  
each year





# Winning business



Working closely with clients is a key aspect of recruitment

The UK recruitment industry is worth **£28.7bn** per year

## Do you have a winning mentality?

You'll be responsible for winning business – targeting companies who are hiring and who need your help to find the right candidates.

Generate leads, be ahead of the game. You'll increase your chances of success by doing some research. Ask candidates where they have been interviewed recently so that you know which companies are hiring.

## Do you have a winning personality?

It is vital to build strong relationships with clients so that they come back to you next time they're hiring. Your social skills will help you bond, perhaps over a beer or at their favourite restaurant.

Win their trust and you can win their business.

# Five reasons to love the challenge

Recruitment is tough,  
but it's worth it...

## 1. Earning potential

A good recruiter will earn £100k within three years of leaving university. A great one can do so in their first year. Top billers make £500k before they hit 30. We know, because we've placed them.

## 2. Career progression

You are in charge of how quickly you progress. If you hit your targets, you'll get promoted.

## 3. Amazing incentives

In recruitment, the incentives are unbeatable. Trips to Vegas, Miami, Ibiza, Rolex watches, Porsches, Michelin-starred lunches, cash prizes...

## 4. Industry exposure

Working with the world's most sought-after companies takes you to amazing places. Fancy weekly meetings at establishments such as Goldman Sachs?

## 5. Social buzz

Recruitment attracts energetic, sociable people. Spending your Thursday nights in a top London bar is another part of the job.

A top recruiter  
can reach  
**Director level**  
within five  
years





# Power your future

## Rule will guide you into your ideal career

Applying for a job can be hard, but we make it a lot easier. We work with a limited number of select candidates at a time, offering you a personal and tailored service.

With more than a decade of experience, we have a vast network of contacts and we know the industry inside out.

RULE's expert consultants help you to find a company that perfectly fits your needs.

We can get your application to the front of the queue. And we'll even prepare you for interviews with inside knowledge and role-play tasks.

RULE directors have more than 10 years' experience of placing candidates into successful careers

### Who pays?

If we help you land a job, we get paid by your new employer, not by you! Our clients pay us to find the best people for their business.





# What's next?

Your quick  
guide to how  
it works

1. You apply for one of our jobs
2. We call you for an informal chat
3. You research industry, confirm interest
4. We discuss your ambitions
5. We provide tips and 'mock' interviews
6. We secure job interviews
7. You deliver a winning interview
8. We feedback, arrange next steps
9. We negotiate best package
10. We help you celebrate





## Contact us

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You can also **upload your CV** on our website

**RULE**  
RECRUITMENT

