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**HAMILTON BRADSHAW**  
Investing in people with passion

Hannah  
Poet



## Research is key to keeping the client happy

**Ask  
James**



James Caan

*Dear James*

I own a recruitment business.  
What do you advise on negotiating  
with a client to close a deal?  
*Kathy*

Many people don't feel comfortable negotiating, but the first thing to do is embrace it as an opportunity. If you treat it like a fight, you won't get the results you need.

Negotiation brings you many opportunities. As well as the benefit of increased margins, you will gain respect in the market place. You will also have the chance to build long-term relationships and gain repeat business. I believe in working with clients to ensure there is a benefit for client and candidate.

When planning your negotiation, know what you are looking for and where you will draw a line. Picture all the scenarios that could come up, and think of a plan for each. Your knowledge of the client and the market has to be flawless. Show them you have done everything to understand their needs.

A consultant at one of my recruitment firms told me she conducted extensive research when

she was hiring for a client. She looked at their competitors, and spoke to people who worked in the position the client was recruiting for. The firm was impressed by the way she had immersed herself in its industry. It now trusts her to source the best possible candidates.

You must be honest and upfront with your clients but remember that if you can go the extra mile, you will gain their trust and respect.

■ *For the full article and news of James Caan's free app, go to [standard.co.uk](http://standard.co.uk). James Caan's book, *How to Start Your Business in 7 Days*, is out now.*