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HAMILTON BRADSHAW
Investing in people with passion

Can going into recruitment field work out for me?

Ask James



James Caan

Dear James,

WHAT are the chances of building a successful recruitment company without any personal experience in the industry? Can you build up a database, bring in clients and fill roles without prior experience, and with very little investment?

Karim Salama

SOME form of investment will be necessary but you only need a phone and internet connection to start a recruitment business!

The biggest characteristics a recruitment entrepreneur needs are passion and drive. It's not easy starting from scratch, and you will experience countless rejections. But if you are willing to persevere, you can be a huge success.

Networking will help you build contacts. Go to the right events and speak to the right people. Of course, you will need to know what you are talking about. I'm currently launching a series of initiatives to find recruitment entrepreneurs to invest in, and one of the main things I look for is somebody with in-depth knowledge of their sector.

You may not have experience of the industry yet but there is nothing to stop you doing your research and immersing yourself in it. LinkedIn has been a game changer, and makes it that little bit easier to build up a database. However, having a good brand and reputation is as big a

priority as building up the database.

Remember that candidates are as important to you as clients – ensure you look after them through the whole placement process. The way you treat them will determine their feedback, and you need as much positive feedback as possible.

■ *James Caan's The Business Class is on CNBC at 10pm next Monday.*