

Securing More Retained Work in 2025

A Practical Guide for Recruitment Leaders

1

Lead with Outcomes, Not Process

Clients buy confidence. Instead of explaining every step, link your process to the outcomes they want - reduced risk, faster hires, better quality.

2

Educate Without Overwhelming

If they've never used retained before, keep it simple. Share a short success story from a similar client to show the impact, not just the theory.

3

Reframe “Cost” to “Value”

When price comes up, compare the cost of your service to the cost of a failed hire - in lost time, money, and productivity. Make it tangible.

4

Turn Exclusivity into a Selling Point

Show how one committed supplier speeds up delivery and improves quality. Use real data from your own performance when working exclusively.

5

Secure a Small First Win

If full retained feels too big, offer a retained search for one role with clear milestones. Use it to build trust and expand later.

Want support implementing a retained model in your agency? Contact Alison:

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