

Capability Statement - IT Recruitment Business

I am doing some work for my brother. He owns an IT Recruitment business

He has asked me to write a capability statement for him. It is a brief marketing tool to let prospective clients (businesses/companies) know what he does and how he can help.

He is the recruiter between the client (company) and the candidate (Developer)

1. Who exactly are we talking to?

- a. Prospective clients (businesses/companies), potentially looking for developers to hire for their company
- b. Level 3 solution awareness - We need to present ourselves as the best recruiter out there.
- c. Stage 5 sophistication - Experience play is a big one, as I believe the service needs to be quick, and efficient but we also need to show we are knowledgeable.
- d. Is the value they'll get worth it? - 8
- e. Do they believe the idea will work? - 8
- f. Trust in our company? - 3 LOW

2. Where are they now?

- a. They have just lost a member of their team in IT, for example, a PHP developer
- b. They are now looking for someone to fill that role on a set salary
- c. They need a recruiter to recruit someone and fill that specific position

3. What actions do I want them to take?

- a. After receiving an email from us, I want them to open the capability statement.
- b. I want them to read through the statement.
- c. Decide to recruit candidates through us

4. What are the steps they need to experience? Think? Hear?

Imagine? Believe? - To take this defined action.

- a. After opening the statement, they need to first read the overview.
 - i. This should amplify their belief and trust in working with us, as it tells them how long we have been in the business and who we have helped
- b. The testimonials should also help to boost trust and credibility as it shows them we have a proven track record
 - i. They need to believe that we are efficient and knowledgeable, therefore won't waste their time and get the job done
 - 1. The testimonials do this job I believe.
- c. They need to imagine hiring the perfect client for their role. Having companies we have worked with on the statement, and again testimonials should help with this.

My best personal analysis of your copy's weakness and how you think you should improve it

- I believe it could have less text on it, as I don't want to create friction within the reader's mind when it gets sent to them, but at the same time, I want to include all of the relevant and key information.
- The amount of text may lose the reader's focus, I'm unsure if emojis would help with this, or if that would come across as unprofessional.
- In the Why us section, I feel like I could improve the bold part of each bullet point and have more of a hook on each one to read.

The reader's roadblocks and the solution/mechanism that will solve those roadblocks

ROADBLOCKS

- Not having good communication with the recruiter as they don't seem to care
- Candidates and clients are not a good fit for each other
- Pushy recruiters
- Not being kept up to date with what is going on
- Finding the wrong candidates
- Not knowing if the recruiter is any good, they don't want to waste their resources on them.

SOLUTION

- Having a recruiter who has good communication skills, replies quickly.
- Has a recruiter that makes sure the client and candidate are a perfect fit for each other and that both parties are happy.
- The recruiter should show a proven track record of past clients and candidates they have worked with.

100 Press-Ups <https://vimeo.com/895536357>

BELOW I HAVE SCREEN-SHOTTED THE ACTUAL PDF THAT WILL GET SENT (SO YOU CAN GET A FEEL OF WHAT THEY WILL SEE & COMMENT ON) - BELOW THAT IS THE COPY WRITTEN ON THIS GOOGLE DOC.

Capability Statement

[Website]

[Email]

[Number]



Overview

Nichols Digital is a boutique IT recruitment agency covering permanent and contract vacancies globally. With 17 years of industry experience, we have successfully placed IT professionals throughout the digital & technology spectrum from tech start-ups to FTSE 100 firms.

"Jay's work stands out as an excellent example of what I would consider to be one of the best in the business."

Capabilities

- IT Support, Networking & Infrastructure
- Cloud, DevOps & SRE
- Product & UX
- Database & Systems
- Web & Graphic Design
- Project Managers & Business Analysts
- IT Graduates
- Software Engineering & Web Development
- Cyber Security
- QA & Testing
- Data & Big Data
- IT Architecture
- SaaS Sales & Digital Marketing
- Senior Appointments (C-Suite)

"I can count on fingers of one hand recruiters who understand what they recruit for. Jay is one of them."

Why us?

- **Proven Expertise:** With 16 years of IT recruitment experience, we've successfully placed talent across a wide range of clients, from small charities to global firms.
- **Rapid Service:** Our quick response times and efficiency set us apart. As one client said, *"Jay must have a sim card implant—calls and texts are answered almost before they're sent."*
- **Diverse Talent:** We source top-tier candidates, from IT graduates to senior executives, ensuring the right fit for your organization.
- **Advanced Tools:** We use cutting-edge recruitment technology to find the best candidates fast.
- **Personalized Service:** We offer a tailored, flexible approach, and you only pay if we fill the position.
- **Seamless Communication:** Knowledgeable, reliable, and fast communication guaranteed. One client noted, *"After dealing with a fair few recruiters due to the market picking up, Jay was easily the best one to communicate with."*

Who have we helped?



What Our Clients Say



"Jay is without a doubt the best recruiter I've ever had the pleasure to work with" *Tim Wright - Media Publishing & Technology Manager*

"As a previous client of Jay's, I had nothing but hugely positive experience. His communication and support throughout the job process was incredible" **John Wood - Senior Analytics Engineer at CMSPI**

"I strongly recommend Jay for his speed, accuracy and consistency whilst placing me in a new role at short notice." **Roderick Timmerman - Software Engineer**

"Jay is simply the best recruiter i have ever worked with. I would definitely recommend him to anyone." **Andi Drabo - Senior Software Engineer at Verisk**

"Jay's work stands out as an excellent example of what I would consider to be one of the best in the business. It's always a pleasure working with him." **Grizel S. - Junior Platform Engineer - DevOps | AWS Certified Cloud Practitioner**

"Jay was incredible fast finding a company which match with what I was looking for." **José Silva - Software Developer at DOCO Soft**

"Jay's commitment to his clients is exceptional from initial contact to onboarding of the candidate's which also extends to working professionally and interactively with the hiring managers. Jay is very knowledgeable when advising clients which has been a massive asset to businesses to ensure they receive an exceptional experience with positive results." **Audrey Macdonald - Recruitment Business Partner RSR - Aviva**

"Thoroughly recommend Jay and the service he provides. His communication and thoughtfulness was exceptional. There are not many recruiters that I have had this experience with and the care, attention and knowledge of what he is doing really sets him apart." **Simon Foster - Head Of Service Delivery**

"After dealing with a fair few recruiters due to the market picking up, Jay was easily the best one to communicate with. With Jay you get straight up honesty and neutrality, he is only concerned with your best interest and does not try push you into anything like other recruiters". **Oren Berreby - Senior Test Automation Engineer**

"I cant recommend Jay highly enough. He genuinely cared I was happy with the role, package and company. He gave me the feeling it wasn't just about getting one of his candidates in to the role but really making sure it was a good fit from both sides." **Martin W. - Service Transition Management professional specialising in Environment and Release Management.**

"Jay is without a doubt the best recruiter I've ever had the pleasure to work with - despite dealing with a dozen agencies over the past few years, over 80% of our hires have been through Jay. This is solely down to the consistently excellent candidates he sends us, generally far superior to most other agencies. I'd strongly recommend him, both to companies wishing to recruit and also to applicants." **Tim Wright - Media Publishing & Technology Manager**

- Find these and more testimonials at
<https://www.linkedin.com/in/jaynichols1/>

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Number

Website

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- **Advanced Tools:** Leveraging cutting-edge recruitment technology such as automation tools and sourcing software to find top candidates FAST.
- **Personalised Service:** Tailored, flexible approach— you only pay if we fill the position.
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Who have we helped?

(Logos of companies)

PAGE 2

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Find these and more testimonials at - <https://www.linkedin.com/in/jaynichols1/>

Ready to find the perfect candidate? Contact us today at [Email/Phone Number] or visit our website [Website Link] to get started.

Notes:

1. **Logos Placement:** Consider placing the logos of companies you've helped in a more prominent position on the first page to immediately establish credibility. - add this under overview at the top of the page