



## **PRESS RELEASE -**

Have you Got Time?

The Recruitment industry is one of the most exciting and rewarding professions, with potential for personal growth and long term career prospects. Many of the good Recruitment firms understand that investing time and resources in their workforce helps to maintain good customer satisfaction and client retention.

Time Appointments was founded in March 2006 by Recruitment enthusiast Craig Dade who has exactly these beliefs. "A happy and productive and well trained workforce is the key to client retention and sustainable customer service. The industry has become all the more competitive over the years and we believe that by investing in our team and combining this with our unique business ethos has helped towards our success in what has been a relatively short period of time." Craig said.

During the past 13 years that Craig has worked in the recruitment industry he has experienced first hand the personal rewards and career aspirations that are so often bragged about. He worked his way up at PRIME Personnel in London, where he started his career in 1995 as a trainee consultant in the investment banking division. Craig's unparalleled sales technique and business acumen was soon recognised and rewarded with many promotions which finally lead to a Management role within the firm. Craig has great strength in maximising a firms profit potential and ascertaining where profits are being lost. "It is important to understand how profit can be affected just by structuring your consultant's bonus schemes. Are they rewarded on sales achieved or on profits made? Do they discount heavily and so on. It was not only my own sales success but my ability to increase profits for the recruitment companies I worked for that made me see I could make this on my own and hence TIME Appointments was born." Said Craig.

Part of Time Appointments success is operating to a strict rule of meeting either clients or candidates by appointment only, not so unique you may think but their ability to use this time to 'get to know' their clients and candidates helps them achieve a staggering 85% success rate in candidate matching and 95% of their clients keep coming back for more. Time Appointments sell not on price but on the service that they offer the clients and candidates alike. "Clients in particular are not necessarily interested in getting discounts; they want an effective, timely service with maximum results. If we do our job to the highest possible standard, that can only have a positive effect on our clients businesses."

Craig's motivation, passion and drive for exceeding his clients and candidates expectations has never wavered over the years, in fact it has only strengthened since the inception of Time Appointments. It is now of the upper most importance for Craig to enthuse his team of experienced consultants especially when Craig has the launch of offices in Colchester and Chelmsford planned for the next 12 months. Where new talent is bought into Time Appointments Craig is always on hand to effectively manage and guide his team ensuring they maximise their results for the benefit of all.