

Interview with...

Sally Wells of Teleresources

Sally talks about the Four Keys to Recruitment success:

- Flexibility
- Technology
- People
- Sector Knowledge

Elsewhere on our website* you'll find a case study of the TRC Group: three companies specialising in sales specialists, call centre staff and recruitment outsourcing. We have a close relationship with the group but wanted a more individual view.

So, let's get close up and personal with Sally Wells of Teleresources.

“What is this rubbish...”

...was Sally's reaction when she first saw Thomas's instruments. Given Sally's journey to recruitment, that plain talking is based on practical hard work and experience of both success and failure.

“I did business studies at polytechnic then worked in logistics in Germany and the UK. I moved to one of the leading European publishing groups, Reed Elsevier, before being head hunted by Adecco...”

...which is – just in case you didn't know! -a recruitment company with 6000 offices worldwide.

“I learnt the recruitment ropes at Adecco. I was at the sharp end, selling to large customers worth over £ 2 million Adecco. High stakes! By the end of my time there I was number 2 in the UK and had over 500 people working for me. More importantly I'd had a solid grounding in the recruitment sector.”

But Sally can't resist a challenge. “It was the time of the dot.com boom. I was involved in Temps.Com which had £ 10 million in funding, a head office in Jersey and big plans. As with a lot of those projects, the money ran out...”

...so Sally went on a trip round Africa before working in City recruitment...and re-meeting Bran Wilkinson, former President of the Recruitment and Employment Confederation. “ He suggested I move to Teleresources four years ago...and it was there I first came across Thomas.”

Making Peoples Dreams Come True

“The recruitment sector has a bad reputation. That's sad. We make peoples dreams come true: get them the job they want and, if they work at it, enable them to afford to live the life they want. What we do is too important to be done badly.”

So, what has Sally learnt since she's been at Teleresources?

“There are 4 keys to success, in my view.

You've got to be **flexible**. A single client might want you to do a huge volume recruitment exercise as well as a technical high level placement requiring a lot of research. You have to be able to do both.

Get your **technology** right. It must be robust and it must differentiate you. We have on-line time-sheets for instance.

Know your **sector**. Maybe some companies succeed across all sectors. But for the small or medium size recruiter, focused knowledge is essential.

Most importantly, **people** make success. Teleresources is a high quality people organisation: we practice what we preach. Recruitment business is about building relationships. Unfortunately, the recruitment sector has high staff churn: people don't stay long enough to really build knowledge, reputation and good client relationships. We concentrate on that in Teleresources...which is where Thomas International comes in."

I want us to punch above our weight

"We used PPA with a customer but it wasn't till I joined the Academy of Chief Executives, a national organisation which allows Chief Executives and MDs to get together and learn from each other **that I really focused my attention on it.** Martin Reed of Thomas International is a member. So are other recruiters. Between them they made me change my mind. I trained. We now offer to use the Thomas International products with clients. I use PPA and TST in all our own recruitment, using the benchmarking tool."

From Sally's comments, it's obvious that she believes getting and keeping the right people are key to Teleresources success. So what do the Thomas International tools offer? "They make everything easier and more accurate. A candidate might have a good track record but is he or she right for us? How can we best help them get up to speed once they join? How can we impress good candidates that we're a professional outfit? Using the Thomas tools also helps me to work with other people. As a manager getting the best out of people is my main task. The compatibility reports have really helped me here."

Sally seems quietly confident that Teleresources combine those four keys to success. Where does she want the organisation to end up? "I want us to be excellent at what we do. I want, as I said, to help people realise their dreams. If we do that we'll punch above our weight."

** Go to the Case Studies page to read more about the TRC Group.*