



## **The SimkissGuy Story**

SimkissGuy was incorporated in December 2012 by former colleagues Rebecca Simkiss and Richard Guy.

The story starts when Richard Guy was offered the opportunity to start his career in recruitment in 1998 at a leading Birmingham independent office support consultancy, after he registered with them whilst looking for a new job! Richard was very successful in his new role, he was promoted to Team Leader in 2000 and continued to run a successful team, coaching and developing new members of staff for the next few years.

Rebecca Simkiss registered with the same consultancy in mid-2004, aged 23, she was hoping they would help her secure the next step in her career. Similarly, throughout the course of her interview, it was suggested that the challenge of recruitment might be for her. Rebecca was offered a formal interview, an extensive process where she was met by 4 Team Leaders for 30 minutes each. Richard was one of those Team Leaders selected to interview her.

Rebecca was subsequently offered a role and joined a team that worked alongside Richard's. Here Rebecca and Richard worked as colleagues for the next 18 months.

Richard moved away from recruitment at the end of 2005, becoming disillusioned with the increasingly sales focussed business culture. He stepped into the role of Director of Community Relations for an exclusive American owned senior care provider, and for the next 7 years thrived in an environment that was truly focussed on the highest standards of customer service and relationships.

Rebecca remained at the consultancy for the next 5 ½ years. Her efforts to really understand what made a business tick, alongside developing a clear understanding of the career path, motivations, and importantly true aspirations of her candidates, saw her develop an outstanding reputation. She was headhunted on many occasions and eventually, for similar reasons to Richard, made the decision to join another independent office support consultancy at the start of 2010.

Throughout this time, Rebecca and Richard stayed in touch; largely as Richard had introduced Rebecca to one of his friends and colleagues, the person who was to eventually become her husband!

In 2012, Rebecca and Richard had a conversation at a BBQ about the "old days" of their former workplace. An enquiry from Richard as to whether Rebecca was still in touch with her former clients, and the statement that virtually all of them had decided to make the move with her, led to a conversation about the power of good relationships. Why should there be generally acknowledged levels of poor service in the recruitment industry?

For the last 7 years Richard had sat on the "client side" of the desk. He had learned that as an agency user, being approached by countless recruiters who wanted to immediately "sell" candidates, he wanted someone to really understand his business and help solve his recruitment challenges.

They began discussing the idea that there was a need in the market for a new recruitment business, one that would do nothing other than truly listen and really understand their clients and candidates.

Richard knew from his own experience that finding the right people to join his business was no easy task, it could be challenging and incredibly time consuming. Then there was the danger of simply not getting the right person for the job; the effects could be devastating on individuals and the culture of the business as a whole. As a client, he had seen that impact and knew how it felt.

For Rebecca, she had based her career and reputation on accepting nothing less than getting it right for her clients and candidates, to never be complacent or take her clients for granted, to continually strive to go above and beyond expectations. This combined experience and approach inspired the formation of SimkissGuy Recruitment Ltd in an equal business partnership between Rebecca and Richard in December 2012.

SimkissGuy quickly established itself as a leading, high quality independent office recruitment specialist for Birmingham and the wider Midlands area. Created from their unique blend of experience, from day one they had a strong proposition in a competitive market with their distinctive and highly individual “no sales, just outstanding service” culture and vision.

For Rebecca and Richard, the approach was simple. SimkissGuy Recruitment would accept nothing less than getting it right. They believed this so strongly that they would offer a unique 12 week 100% guarantee period if something unexpectedly went wrong with a permanent member of staff they had found! And a 50% discount from any fee if something didn't go to plan for the next 14 weeks after that, giving their clients a combined rebate period of 6 months, and the added peace of mind that would bring.

They understood that providing the right staff all started with developing true partnerships. They have never “cold called” businesses. In a break with the traditional approach, for SimkissGuy, it's always about being there for businesses and being able to really understand what is happening with their clients' team – what makes them unique.

SimkissGuy prefer to start working with an organisation at a point where they don't actually need to recruit. They always meet clients in their workplace, at a time that suits their clients business. They then take the time to understand the individual culture of the business and the subtleties of the working environment. Importantly, they strive to build a full profile of not just the potential job opportunities, but the attitude and ambition needed from staff for the growth of the company as a whole. Then, when they do need to provide support, they already have a strong working relationship in place. They know their clients and what they need, saving time, money and an awful lot of potential angst. Overall, they aim to work as an extension of their clients existing team.

For their candidates, they want to really understand them, what makes them different, what are their motivations? SimkissGuy appreciate that time is valuable, so will meet outside of office hours if needs be. Then in a private interview room, they will walk through the candidates' career, the type of business they feel most suited to, where they have excelled and their aspirations for the future. The process was designed to ensure that the time a candidate spent with them was focused on learning their story, not filling out forms.

This devotion to long term partnerships and personal service was summarised by the offering of the SimkissGuy “Seven Point Promise” for all. They believe in really going the extra mile by adding value in all they do with little touches that make a huge difference to a candidate and client recruitment experience; good old fashioned courtesy, invoices sent in a thank you card, and a personally delivered box of congratulatory cupcakes to everyone they place in a new role on their first day.

Working solely on recommendations, reputation and word of mouth, along with a strong presence through social media and networking, SimkissGuy is now seen as thought leaders in the market and have won numerous industry accolades and local business awards. They are preferred recruitment partners to a number of the regions' leading business professional and financial services employers and clients range

from global corporate organisations across the banking, property, insurance, financial and legal sectors, through to SME's in manufacturing, leisure and hospitality. They support prestigious educational and public sector bodies, alongside award winning entrepreneurial start-ups. The business also work with a number of leading charities and some of the most iconic local arts based organisations the city has to offer.