



## Recruitment Agencies

1. The agency is likely to get a higher rate of placements = increased profits
2. Clients have the competitive edge in interviews because they
  - Will have increased confidence and self esteem - the way they dress impacts visually and kinaesthetically on how they feel about themselves
  - will exert a positive unconscious influence on the person/s interviewing them
3. Olivia combines her skills as a psychotherapist and personal stylist to positively influence individual self esteem. This is like “icing on the cake” after the coaching/advise offered to your clients by your consultants in matters of resumes, interview skills, etc.
4. **Models of communication tell us that the process of communication is:**
  - 8% words
  - 38 % how we say those words (expressions, intonation, etc)
  - 55% presentation and body language (which includes grooming)**

**Most agencies fail to tap into the most influential part of the communication model which is - 55% presentation and body language.**