

ACCOUNTANCY  
ACTION

# READY TO START YOUR JOURNEY?

FROM 0 TO 100K IN 4 YEARS

# INTRO

**I don't know you but I know when you were small you didn't dream of being a Recruiter.**

**You grew up wanting to be a Fireman or a Ballerina or a Footballer. Recruitment wasn't the dream . Yet here we are...**

If you are reading this now, things must have changed and you must have expressed some interest in the Recruitment industry.

Well the truth is 90% of people who work in recruitment end up in it by chance.

But if it is for you, it is a fantastic industry and the rewards are plentiful. Be they financial. Travelling around the globe or finding a great work life balance.

Whether it's the satisfaction you get from finding someone their dream job, the trips we take around the world or the Michelin star restaurants, there is something to make everyone happy.

# MEET MARC THE MD



**Here is my first  
warning.  
Recruitment is not  
for everyone.  
In fact on some days  
it's tough as hell.**

Me? I promised myself I would give it 6 months.  
But that was in 1997. You probably weren't even  
alive and that makes me feel old.

Read on to find out more but bear in mind I'm  
gonna tell you as much of the bad stuff as I will  
about the good stuff.

# WHAT IS RECRUITMENT?

**Recruitment has a terrible reputation but that's because not many people (or businesses) do it right.**

First and foremost it's a sales job.

If you don't want to sell or can't sell it's likely not for you.

Being a sales role isn't a bad thing per se but it certainly isn't for everyone. We recruit Trainees because we want a bigger piece of the pie in the markets we operate in, because of this we expect Trainees to be on the phone developing new business as much as working with our current clients. Very often people don't want to do this.

It is also a roller coaster of emotions.

Our product is people and people as you know can be very frustrating. It is important that in recruitment you are able to keep your emotions in check otherwise you will simply go mad. But it's so much more than that. You also need to be good at matching clients to candidates, you'll need to be a negotiator, a shoulder to cry on, oh and by the way it helps if you are a social media whizz and you need to be a marketer too.

**BUT whilst it can be a bit of an emotional roller-coaster, it's also a lot of fun.**



# THE GOOD STUFF

For a start it's rewarding. Yes, it is sales but what is the result of a successful sale? Getting someone a job and potentially changing someone's life (and getting paid for it). There is no better feeling than making a sale, especially when it comes with such a satisfying by-product.

It's constantly different. No two days in recruitment are the same, there aren't enough hours in the day to get bored.

The harder you work the more you earn!



*CALLING CANDIDATES/CLIENTS*



*FILLING JOBS*



*MARKETING*



*SALES COMPETITIONS*



*MEETING CLIENTS*



*INTERVIEWING*



*CONGRATULATORY DRINKS*



*LEAD GATHERING*



*FOOTBALL TALK WITH DANNY IN ACCOUNTS*

# WHERE CAN YOUR JOURNEY TAKE YOU?



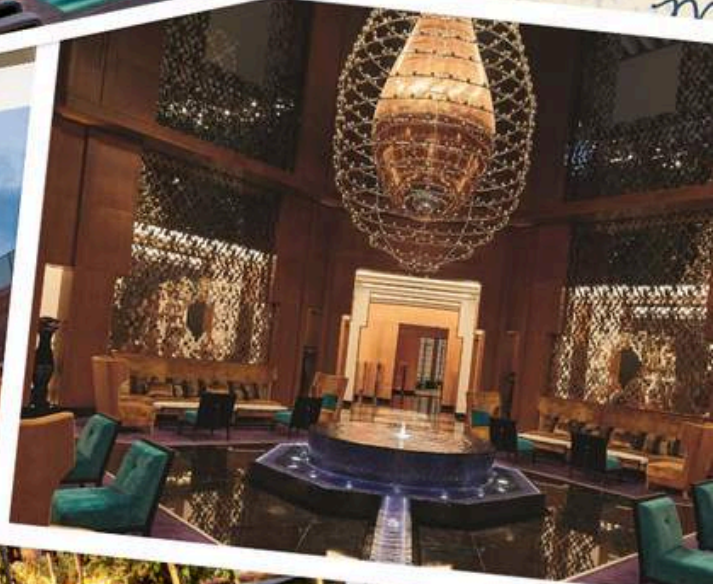


# Mystical Marrakesh

Enjoy a 2 night luxury stay at Movenpick Hotel in Marrakesh centre for your Quarter 3 incentive



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Spring / Summer 2024





# NCL CRUISE *Trip*

**Travel to -  
Barcelona Spain,  
Cannes France,  
Livorno Italy,  
Rome Italy!**



**July 14th - 18th 2024**

**Accountancy Action Annual Trip**

You won't want to miss this one! Let's get smashing those targets!



Join us at

# Oktober Fest

Friday 20th October 2023 - London

Bierfest

Live music,  
unlimited beer  
steins, dancing,  
authentic German  
catering, and  
entertainment.



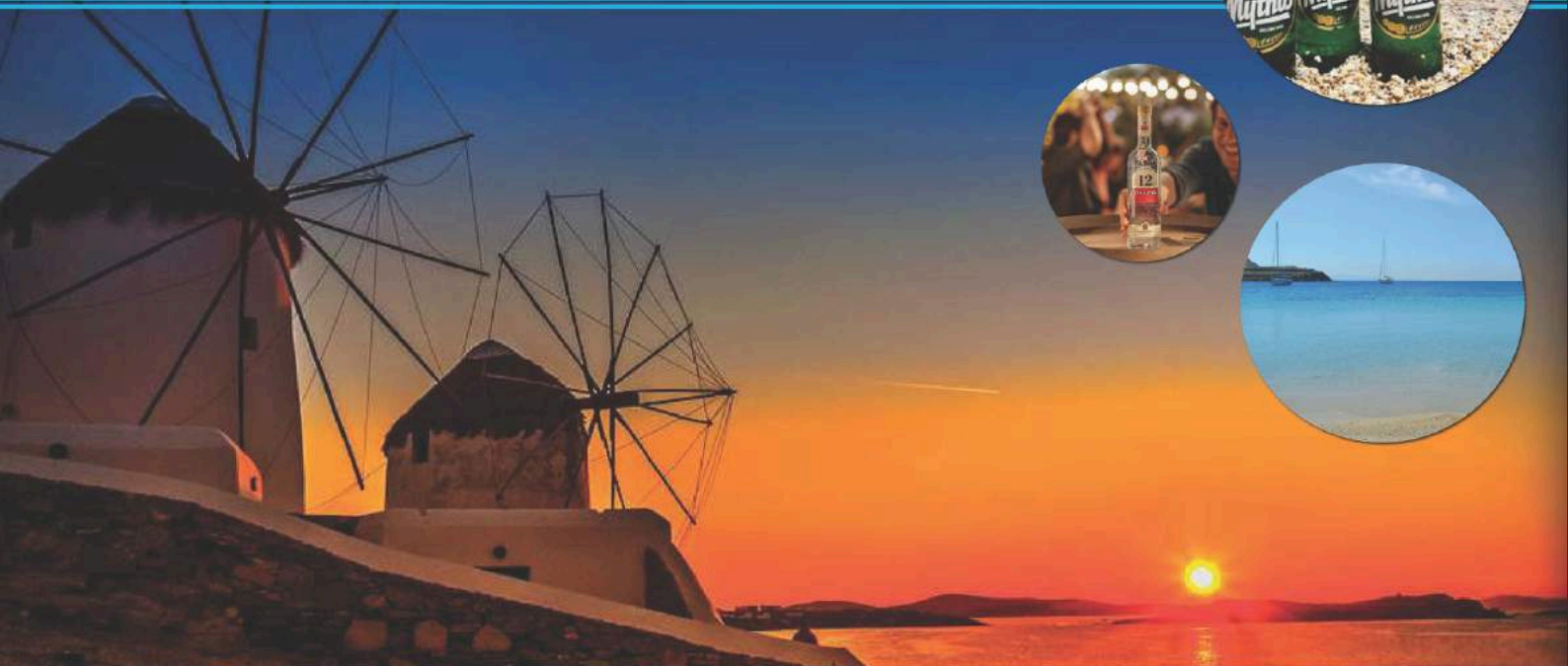


# SUMMER 2023!



## 5 star - 2 night stay

Get ready to say **YAMAS** to Mykonos!  
Famous as being  
**'THE' GREEK PARTY ISLAND**  
plus top-notch **cuisine**, shimmering shores,  
and **unforgettable sunsets**.  
You won't want to miss this.



GET US TO THE GREEK - YOU GOTTA HIT THOSE TARGETS THOUGH! **5.**



# BARCELONA!

6  
Period  
Target



## 5 star - 2 night stay

Freddie didn't sing about her for nothing!  
Barcelona is a seaside city  
with boundless culture  
and a **world-class drinking**  
and dining scene.  
(And don't forget the **football!**)



GET READY TO RAMBLE DOWN LAS RAMBLAS **SPRING 2026.**



Your Quarter 4 Incentive is...

# Dublin Ireland



4-5 STAR HOTEL



IRISH  
ACTIVITIES



NIGHT OUT IN  
DUBLIN

Escape to the Irish Capital for 2 nights in a 4-5\* central hotel in September / October!

Whether you want to relax or go out and party, Dublin is the place for everyone.

Choose from different tours / bars and restaurants for an amazing 2 nights away!



# NEW ANNUAL TRIP

America's most popular  
bachelor & bachelorette **PARTY** destination

Seven days a week the **neon lights** and **beer-perfumed** air of  
Lower Broadway draw crowds to it's **Honky-tonk bars**.

Plus it's the home of **Music City USA** and the mighty **Tennessee Titans**!



NASHVILLE - WE ARE COMING FOR YOU! **AUTUMN 2023**

# SO YOU'VE COME THIS FAR?

If you are still reading this then perhaps recruitment  
is for you.

If that's the case I guess we should tell you a little  
about us...



# WHO ARE ACCOUNTANCY ACTION?

## Our Purpose

*“To provide a success lead environment for the next generation of Recruiters to continue to innovate and strive to improve the perception of the recruitment industry whilst having fun and travelling the world”*

## Our History

- We are incredibly proud that even after 20 years we continue to do things a little differently.
- We buck trends.
- We challenge the norms and we want you to too.
- We don't work crazy hours (9-5 so long as you can get the job done).
- We have an incredible career path that allows you to progress as quickly as you want.
- We pay well (and offer a market leading bonus).
- We even have a private club for our top performers –The Presidents Club.
- We travel ....LOTS.
- So much in fact the whole of the next page is dedicated to places we have been in the last few years.

# WHY WORK FOR AN SME OVER A LARGE CORPORATION?

Click this link to watch our video!

<https://app.hint.video/EaQOmb>





ACCOUNTANCY  
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# THE PRESIDENTS — CLUB —

taste the **good** life

Our version of the Big Billers Club.

HIT YOUR ANNUAL TARGET TO QUALIFY FOR OUR PRESIDENTS  
CLUB AND GUARANTEE YOURSELF THE TRIP OF A LIFETIME

## WHAT DOES THE PRESIDENTS CLUB INCLUDE?

- A place on the Annual Worldwide Trip
  - 4pm finish every Friday
- An extra day off at Christmas
- 4 Michelin Star Lunches

\*\*\* We also have constant monthly and quarterly UK based incentives for the whole team \*\*\*



# SOME BACK STORIES

## Me (Marc)



*"I had no idea what I wanted to do. Came out of Uni with a degree in French and Spanish which would have been great if I wanted to teach or live in France or Spain. But I didn't. So I applied for all sorts of jobs and landed in recruitment. 4 years learning my trade at a large recruiter before realising I could do it better myself. 20 years later I now take more pleasure from watching others develop"*

## Emmie



*Emmie is one of our Associate Directors. Starting her career with us in 2016 as an Associate Consultant, Emmie is a true representation of Accountancy Action and our ethos having only ever worked within our business. She has had many record breaking months and is on track to bill 400K this year. This could be you.*

## Mark



*Mark joined Accountancy Action as an Associate Consultant back in 2013 and has worked his way up our career path to his current position of Associate Director. Mark oversees all offices and is responsible for the training and development of all new trainees.*



# TRAINING

**It's always everyone's first question.  
Of course we train you. The clue is in the job title.**

Why would I take on a trainee and not train you? It would just set you up for a fall and would be a very expensive mistake from me.

- Our training is first rate (even if I do say so myself).
- In fact all I need from you is determination and hunger mixed with a bit of grit and resilience.
  - Everyone in the Company has their own Personal Development Plan. A clearly defined path for your career with us, detailing training, targets and incentives.



The graphic shows a document template for a Personal Development Plan. On the left, there is a white hexagonal placeholder for a photo, containing a camera icon and the text 'Awaiting Image'. On the right, the 'ACCOUNTANCY ACTION' logo is at the top. Below it, the title 'YOUR PERSONAL DEVELOPMENT PLAN 2021' is written in bold. At the bottom, there are two lines for personal information: 'NAME: COULD THIS BE YOU?' and 'POSITION: ASSOCIATE CONSULTANT'.

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**YOUR PERSONAL  
DEVELOPMENT PLAN 2021**

NAME: COULD THIS BE YOU?  
POSITION: ASSOCIATE CONSULTANT



# YOUR 3 YEAR PLAN

Everyone progresses at a different pace so its almost impossible to tell you exactly where you will be in 3 years but here is an educated guess based on 20 years of watching trainees develop.

Firstly there is a 50% chance you wont make it past 6 months. That might be your choice or it might be ours. We will be as patient with you as we possibly can but sometimes we don't realise until you are doing the job that it just isn't the right career choice for you. Better to know sooner rather than later eh?



# YEAR 1

The first few weeks are very much classroom based. Typically you will be impatient and want to be let loose on clients to “make money” and it may seem like we are holding you back but trust us to know what we are doing.

Within 2-3 weeks you will start speaking to clients and candidates of your own and start to run your own “desk” like a business within a business. You will even have your own targets and be able to qualify for all of our incentives.

The first year is tough, in an ideal world we look for you to bill around £100k and you should earn around £35k (based on a standard London basic salary) by the end of the first year you should have achieved at least one promotion and have your sights set on senior consultancy.

We’d love to promise you huge earning potential but the truth is this normally comes later. We focus hard on training and development (investing in best of breed external training where appropriate) as our goal isn’t just to train you to do the job but to do it better than our competitors. This is still what continues to set our business apart to this day. We make no apology for making much of year 1 about training and development. The first year 13 will be challenging and rewarding in equal measures but expect a bumpy ride.



# YEARS 2 & 3

## YEAR 2

Hopefully by this point you will have achieved your Presidents Club Membership from Year 1 & be enjoying the extra benefits

- By now you should have some clients of your own so as well as going out winning more business you will have a base from which to start.
- Ideal target in your 2nd full year should be around £170k -£180k meaning you will earn £50k-£60k.

## YEAR 3

By now you should be coming into your own, continuing to enjoy the extra benefits you have earned in Years 1 and 2.

- You should have almost complete autonomy and a great list of repeat clients.
- There is no reason why you couldn't bill £250k which would set you on the path to earning £100k.

# CAREER PATH

JULY 2024 - JUNE 2025

## A5. SALES DIRECTOR

**In office 5 days p/w**

£75K + 1% Company Billings

## A4. ASSOCIATE DIRECTOR

**In office 5 days p/w**

£75K + 5% Office Profit

## A3. SENIOR MANAGER

**In office 5 days p/w**

£60K + 10% Personal Billings + 6.5%  
Office Profit

## A2. MANAGER

**In office 5 days p/w**

£50K + 10% Personal Billings + 8%  
Office Profit

## A1. LEAD CONSULTANT

**In office 5 days p/w**

£40K + 15% (£6K SR)  
20% from £12.5K to £20K  
25% above £20K  
+ 1% Office Profit

**TEMP:**  
70% OF BILLINGS  
MUST BE FROM YOUR  
TEMP RATE  
TO QUALIFY FOR  
PROMOTION

## B3. ASSOCIATE DIRECTOR

**In office a min. of 1 day p/w**

£50K + 25% (£3.5K SR) OR  
£60K + 15% (£4K SR)

## B2. SENIOR BUSINESS MANAGER

**In office a min. of 3 days p/w**

£45K + 15% (£6K SR)  
20% from £12.5K to £20K  
25% above £20K

### Promotion:

£250K Perm Annual  
£300K Temp Annual

## B1. BUSINESS MANAGER

**In office a min. of 3 days p/w**

£40K + 15% (£6K SR)  
20% from £12.5K to £20K  
25% above £20K

### Promotion:

£180K Perm Annual  
£220K Temp Annual

## CHOICE FLOOR

## 3. SENIOR CONSULTANT

**In office a min. of 4 days p/w**

£26K Herts/ £30K London + 15% (£6K SR)  
20% from £12.5K to £20K - 25% above £20K

### Promotion:

£60K over 6 periods Perm  
£75K over 6 periods Temp

PLUS evidence of Principal Consultant traits (selling temp  
starter over the phone, or selling a soft retainer/ Sharing  
the Risk product)

## 1. ASSOCIATE CONSULTANT

**In office a min. of 5 days p/w**

£23K Herts / £26K London + 15% (£6K SR)  
20% from £12.5K to £20K  
25% above £20K

### Promotion:

£18K Quarter Perm  
£15K Quarter Temp

PLUS 15 visits and evidence of bringing in Client revenue

## 4. PRINCIPAL CONSULTANT

**In office a min. of 4 days p/w**

£30K Herts/ £35K London + 15% (£6K SR)  
20% from £12.5K to £20K  
25% above £20K

### Promotion:

£75K over 6 periods Perm  
£90K over 6 periods Temp

## 2. RECRUITMENT CONSULTANT

**In office a min. of 5 days p/w**

£24.5K Herts / £28K London + 15% (£6K SR)  
20% from £12.5K to £20K  
25% above £20K

### Promotion:

£27K Quarter Perm & Temp  
PLUS 20 visits and 5 new Clients to the business



# ACCOUNTANCY ACTION

## *Here is your* **BONUS REMINDER**

BILLINGS	PERCENTAGE
£150K - £199K	35%
£200K - £299K	40%
£300K - £400K	45%
£400K +	50%

Your package is made up of:  
Your Basic Salary + Commission + a Deferred Bonus.

The bonus will be the difference between what you have earned  
via your package and what you should earn according  
to the above table.

We will make up the difference via a deferred bonus paid  
monthly the following year.

# IT'S "MAKE YOUR MIND UP" TIME

There's no pressure but every so often in life you have a choice.

To the top right of this screen is the X.

The X will close down the screen and you can choose a more sensible path like PR or law or being a vet.

Below is my phone number...

Only you know which is the right path for you.

Beware, if you call me now you may be agreeing to have an awful lot of fun, make lifelong friends in London, embark on an unforgettable career and travel the world. Choose wisely.

Marc Kirsch

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