

# FROM ZERO TO £100K IN 4 YEARS

ACCOUNTANCY  
ACTION

THE JOURNEY OF AN  
ACCOUNTANCY ACTION  
TRAINEE



ACCOUNTANCY  
ACTION

# INTRODUCTION

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.



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.



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

## SOME OF 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!**

# SO YOU'VE COME THIS FAR

If you are still reading then perhaps Recruitment is right for you.



If that's the case I guess I 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.



RIO, BARBADOS, MARBELLA, 2 MED CRUISES, LAS VEGAS (4 TIMES!)  
THE NEXT TRIP WILL BE TO ANTIGUA!



ADD A FOOTER



  
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**

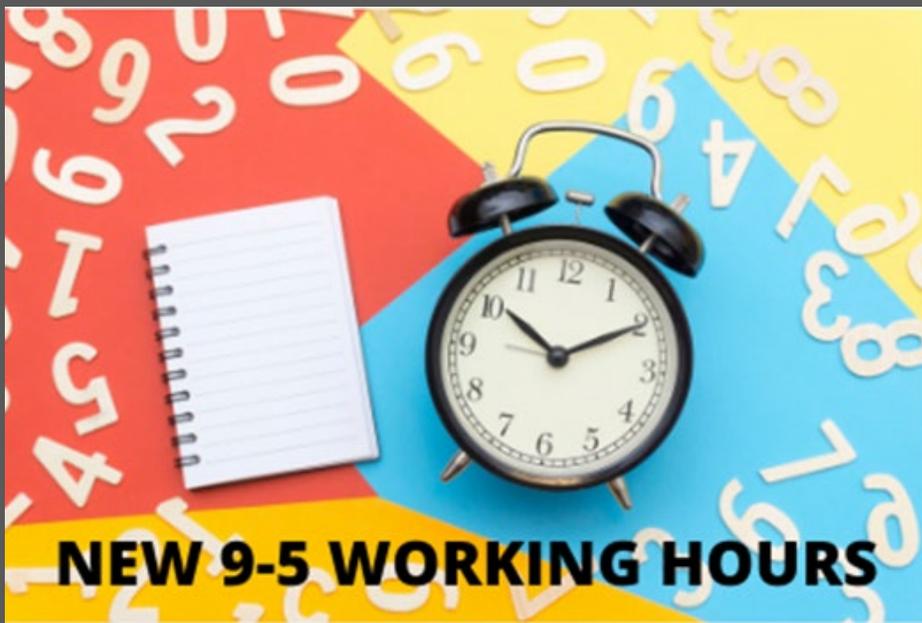
**WHAT DOES THE PRESIDENTS CLUB  
INCLUDE?**

- A place on the Annual Worldwide Trip
- Annual Trip to Henley Regatta or Royal Ascot
  - 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 \*\*\***

# WORK LIFE BALANCE/ HYBRID WORKING

Until COVID we worked 8.30 – 6 in the office 5 days a week. Sometimes we worked late nights too. It seems so long ago now. But COVID gave us time to reflect and time to come back better. Gone are those crazy hours and we have introduced our own Hybrid working.



# SOME BACK STORIES

## ME



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 the Manager of our London Office. 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 now heads up a fantastic team of dedicated recruiters ...but she hasn't hung up her recruiting boots yet, she is still very active on the floor and keen to continue assisting new clients with making the right hires for their team.

## 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.



# 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



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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 will be challenging and rewarding in equal measures but expect a bumpy ride.

# YEARS 2 AND 3

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## 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 2<sup>nd</sup> 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



Our transparent Interactive Career Path clearly shows the expectations and targets at each career level. When we meet we can show you this in more detail.

# IT'S "MAKE YOUR MIND UP" TIME

There's no pressure but like 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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