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Executive Summary

Few firms are as committed to excellence – and fewer still, if any, are as highly regarded in the financial brokerage recruiting industry – as **Diamond Consultants**. No surprise then that the firm reached out recently to **W.T. Blase & Associates** (WTB&A), an independent market positioning firm that specializes in the financial services industry, *to measure its stature, evaluate its brand, and test its messaging* with a rigorously comprehensive client and candidate survey. The objective was simple: *How can Diamond enhance the Diamond Consultants client experience and improve its services?*

The Diamond Consultants Brand Experience

Based on the survey results and WTB&A's observations, it is clear that Diamond Consultants has a very compelling story. At the heart of that story were these findings:

- *Diamond Consultants puts the interests of every candidate and client with whom it works first – always;*
- *The firm's singular and genuine commitment to understanding the needs and goals of clients, candidates and prospects has enabled it to deliver valuable, individualized service and career guidance to the brokerage community which it serves.*
- *Its relationship-based approach to recruiting is the antithesis of the more traditional sales approach used by its competitors. While its competition tends to "sell" the client or candidate first on their services – and then sweat the "details" like personal and professional goals and objectives – Diamond's approach is more direct, honest and candidate-driven. It starts with a recognition that in the minds of clients and candidates "It's about me" and not the recruiter. This, in turn, has allowed the firm to garner extraordinary client and candidate loyalty and regard.*

This *consultative recruiting process and sensitive approach* in managing prospect, client and candidate relationships is not only seen as *special*, but as a *defining* piece of the Diamond Consultants brand experience.

Nearly every interviewee with whom we spoke, noted that the messages are not necessarily more important than the *deft touch, sensitivity, warmth, listening skills, preparation* and, finally, the *professionalism* exercised by the Diamond Consultants' professional when she makes that initial cold call.

“It’s about me....”

It is, in effect, the Diamond recruiter’s ability to make every candidate or client feel *uniquely* important. That its call is *“about my needs, my goals, my aspirations, my future....,”* as one survey participant put it, *“and not about ‘selling’ me into something that won’t work or could prove to be a bad fit or career move for me. It’s never just about money and it’s never about you. It’s all about me... and knowing that the person on the other end of the line is someone I can trust and has my best interests at heart.”*

It is this level of trust and partnership, incidentally, that trumps and transcends any possible concern about the firm’s location or size. *“I do business all over the country,”* said one candidate, reflecting the sentiment of nearly every interviewee on this question, *“with people who trust me. They don’t care where I’m located any more than I care where Diamond is located. It’s not about geography... it’s about trust and doing right by each other.”*