

## **Celsius Graduate Recruitment Case Study – Lauren Norris**

### **A fresh graduate looking to step onto the career ladder**

Lauren Norris graduated from the University of Manchester in July 2009 with a degree in English and Linguistics. After graduation Lauren wanted to find a job writing websites, magazines or other publications but she knew that these jobs are few and far between and some pay very little. At the time Lauren was renting a shared house with another graduate. However, as they had both finished their degree courses, the tenancy contract on the house was due to expire and they were both preparing to move back home to live with their parents. However, Lauren was very aware that even if she moved back home, she needed to find a job quickly that would enable her to earn some decent money so she had the freedom to support herself and buy everything she needed.

With this objective in mind, Lauren immediately started to look for graduate jobs. She came across Celsius Graduate Recruitment very quickly on the internet. So she called Celsius on a Friday afternoon to see if they could help her find a job. This led to a relaxed telephone interview with a Celsius Consultant who asked Lauren questions about herself and her plans and ambitions. Lauren describes the interview as 'like a fact find about me' and she says it was just a relaxed chat and she enjoyed it.

After the interview, Lauren was invited to a Celsius Graduate Recruitment Day in Manchester the following Tuesday. The Celsius Consultant explained what would happen on the day and how many graduates would be attending. As well as making sure that that Lauren knew to dress in smart business clothes and to be prepared for an interview and to participate in group activities.

### **The Celsius Graduate Recruitment Day opens doors for Lauren**

The following Tuesday, Lauren arrived full of anticipation and discovered that a Celsius client (a Sales Director for a UK business) was attending the Graduate Recruitment Day too. This made Lauren acutely aware that if she performed well she might get hired there and then. The day started with group exercises such as a survival challenge and a puzzle leading to a one to one interview. Lauren thoroughly enjoyed the group exercises and the interview and she felt completely at ease throughout the day. All the attendees were given advices on how to handle interviews that Lauren knew would be a great help in the future.

Then, towards the end of the day, she was informed that the Celsius team were impressed by her and Celsius would be delighted to represent her and she was now officially a Celsius Graduate. Much to Lauren's delight, she was introduced to the Sales Director from the Celsius client company who asked her if she was available for an interview at the Celsius office the next day. Lauren happily agreed and the Celsius client left to attend a business meeting.

***Lauren explains, "I was excited by the opportunities that could come out of the Graduate Recruitment Day and I was impressed by the knowledge and efficiency of the Celsius team. I felt well prepared and ready to take on any challenge that came my way. The next thing I knew, a member of the Celsius team was introducing me to a Sales Director and he was asking me if I was available for an interview the next day."***

The Celsius team told Lauren about the client's company and advised her to prepare by researching the company too. Importantly, they also explained what Lauren could expect in the interview, how she should dress and they also gave her tips and tactics on how to handle it

successfully. So Lauren went home, researched the company and practised the points that the Celsius team advised her to remember. The next day Lauren went into the interview with the Sales Director feeling confident and well prepared. The interview was very formal and it lasted for over an hour. It was a detailed and in-depth appraisal of Lauren and her suitability to join the company, as well as a chance for Lauren to ask questions about the company and the role.

***Lauren was not daunted at all, she explains, "I actually really enjoyed the interview. I was really well prepared by the Celsius team and I felt confident about what to expect. I thought of it as an opportunity to show my personality and to achieve my ambitions. At the end of the interview, the Sales Director thanked me for my time and asked me if I could come along to another interview at the company's offices the next day. That's when I knew that I had a good chance of getting the job. I was so thankful that I had gone along to the Celsius Graduate Recruitment Day and that the Celsius team had invested the time and effort to prepare me so well. They believed in me and coached me and that helped me to believe in myself too."***

The next day, Lauren arrived at the company's offices and spent a day working with the Telesales team. The day went really well. The team were friendly and fun to work with and Lauren was given plenty of input and advice. At the end of the day, Lauren was offered the job as a Telesales Executive. She knew that the role gave her the opportunity to learn and earn excellent commission and to be promoted quickly too, so she accepted immediately.

**Celsius provides the first step. Howard Jackson is ready to help with the climb**

***Lauren comments, "Because I had been through a Celsius Graduate Recruitment Day, I felt confident throughout the first day. The Celsius team had prepared me well and I knew what to expect. It was as though I was testing the company to see if they suited me too. The coaching from the Celsius team helped me to stay calm and collected and to show my capabilities. After I accepted the job, I was promoted faster than anyone else had ever been promoted in the company and I moved from being a Telesales Executive to an Account Manager in less than two months. Then I was promoted to Team Leader after another two months. Celsius helped me to get the essential foot on the ladder that I needed and I will always be grateful to Celsius for their help."***

***Lauren sums up her experience saying, "The Celsius Graduate Recruitment team are very efficient and knowledgeable and I would not have had a clue without them. From the first meeting, they looked after me and they have been looking after me ever since. When I was offered the job by the client they introduced me to, they sent me a letter congratulating me and letting me know that they were there to help me. I know that the Celsius team are there to support me and I can go back to them if I ever need any help or I have any problems. I also know that Celsius' sister company, Howard Jackson recruits for more experienced IT salespeople. Therefore, I would have no hesitation in advising experienced IT salespeople to contact Howard Jackson. I know how professional and helpful the Celsius team has been for me and I believe the Howard Jackson team operate to the same high standards."***

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