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## Need to innovate, not imitate

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Milton Keynes-based Active Resourcing has introduced a lifetime guarantee for all permanent placements made at its standard fee.

After the initial rebate period, the client will get a lifetime guarantee of a 15% reduction of the cost of replacing that individual, however long they remain in the job.

Managing Director Paul Preston told *Recruiter*: "By offering a lifetime guarantee we're pushing the service offering in our industry forward to a whole new level. As a smaller firm we need to do more to win market share and win clients who are used to dealing with larger firms - we need to innovate, not imitate."



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