

Ashley Richards - Construction

Visit every client retained or contingent and ask for lunch or breakfast with them, note everything on their desk

Ask for Marketing collateral before they leave the office

Every candidate placed send congratulations gift and a hand written note from the search consultant, KBIC Mug, Starbucks \$5 gift card

**Obsessive about Data Tracking, go over applicant tracking report, every appointment is setup, send e-mail with confirmation. For retained send out status update with Letter head, schedule call once a week.**

Alexander Ross – Global Security

Power of 10, 10 calls per hour or more – small victories every hour. Within the hour will make 2-4 presentations, then has 20-30 minutes for voice mails, etc. He can plan effectively, Has to go through every single person on his list.

Every call is 15 minutes, 5 minutes to introduce himself, the next 5 minutes ask about that person, last 5 minutes is talking about the client or the role, will not go over 15 minutes, then he may go back with the ones he wants to talk to.

Schedule as many calls as he can, 2/3 round are scheduled, if spoken to them before will e-mail them and send it out with a scheduled time. Very few people don't respond. If he doesn't know them, he will not do this. But anyone he knows, he e-mails first.

Have the magic 7 questions, go through them all the time. If not right, tell them not right.

Marty Shapan – Construction

**Accumulating and keeping data, knowing your stats, have to know your numbers for last year, this year, daily, weekly. Data tracking and metrics is key. Can get higher fees. If you are not using the metrics, your missing on business.** He was able to get multiple positions over the year, 15k a month, said he filled 261 positions over the past 2 years and specifically 144 Project Managers over the past 2 years

First interview to second interview, second to offer 42% of candidates interviewed, every 3 interviews had one offer. Had an 84% acceptance rate. They think like baseball. He uses this data to sell their services.

Betty Wong

Accountability – accountable to Jeff Kaye, thought she could do it her way and didn't need any help or accountability. Was very strong in recruiting and marketing was her weakness. Had to look at how marketed and while didn't get results. Was passive on the calls, had to change her attitude and approach. **She logs all Marketing calls and the results, bottom line is ratios do matter**

**Planning – this is the foundation for her, spends weekends for this, will plan daily, for the week and month. Goal is start a new plan a week no matter how many searches, she has to market**

**Positive Attitude – Remain positive** – what we get out is what we get in. Been here 21 years and seen 4 downturns. She would like someone to do it for her but the reality is she is responsible, need to learn going down and learn going up.

Lee Martin – Construction

Commit to clients and be an insider – establish credibility and get a competitive advantage – for top clients know them inside out, every aspect of organization chart, understand the culture and emulate them with hard work and gifts, can travel to them also.

Be vulnerable – confidence can be signs of a market leader, use of level of transparency and vulnerability, **be confident yet humble**, can be having a bad day or a setback on a search. Most productive relationships are the ones being personable. **Own your track record, know the data, and share it. Know your numbers. When have history talk about it and relay that information. Tell them what you have done. Be engaged with the client and knowing your data and successes.** Be proud of brand, talk about it and own it.

Brian Cole – Medical Device

He is out meeting clients and potential clients, attends conferences, industry conferences, goes to executives first time, always ask how many other recruiters they have met, most say none. Very few go face to face.

Ask how many people are hiring. Educate them and he is the conferences every single year. Every ne he has placed he met face to face. Gets a bigger bang for the buck is going to conferences.

Likes to do salary surveys. He breaks down to 1000 people or less. Might do R&D, might do Cardio people. When he sends them out, only sends out to his peers. Like higher success rate as they want to know what their peers are making. Trying to be a consultant to professionals.

Likes newsletters

Jeff Witttenberg

Only work on Searches that are in your niche. If you go outside your niche, make sure there is a strategy involved

**DO marketing material that tells a story and is advertisements for the client (see handout, Linda has it)**

Run your business as a precision kitchen – compartmentalize the process (ingredients, sou chef, chef)

**Nathan Courville – been there 3 years, no industry experience when he came into the business, he is in Insurance and Risk management and had no clue about that business**

Know when, why, how everything is moving about your candidates and clients and potential clients and candidates. Know all the players in your industry that are on the move

**Everything is about energy, he listens to motivational videos on his way to work**

Learn something technical about industry. Stay on the phone with industry experts that you can learn from (close to retirement guys). This is he became an industry expert as

**His market there are a lot of people that can't talk at work, boss is in the cube area, he dives right into an industry specific question so the boss can't recognize it's a recruiter calling (Liz and Andrew, good advice)**

Eric Dickerson – Academic Medicine & Healthcare

Needed to differentiate himself, instead of hiring a recruiter, targeted a combination of a researcher and market expert, - keeps up with weekly blog – information to generic work place articles and industry news. Her researcher Builds Physician profiles, - 95% retained - every positions has profile on the blog and in PDF format. Her researcher builds that for her as they provide the data. The researcher Searches within LinkedIn and PCR and make sure all gets put into PCR. Her researcher is her LinkedIn presence. She will have to call her researcher and asks her if she is in it as he can't get in it since she is. Capability presentation, talk about processes, additional services. **Every opportunity you can tell a story of prior success. She generates and lets them know leads in the industry. Whatever the industry standards are and alert them.**

**Start and end every conversation with a purpose in mind. You are incredible great rapport builder but can't close, or straight to the point – you have to be in the middle. Close but close and garner the max amount of information on every conversations**

**QUESTIONS TO ASK YOURSELF TO NOT MAXIMIZE THE CONVERSATION**

Is the person going to be presented to client in less than 30 days? If not, don't spend a lot of time on the phone with them

Did I get a comment to work with this client?

Did I get a name of candidate or someone I can recruit or name of competitor or a hiring manager within organization to hire?

Do I know what opportunity I should call the candidate with a commitment, what personal life – always have a reason why you would call them back.

Did I get specific piece of information that I can share on the next call with someone –industry knowledge.

**How you utilize metrics in a sales environment to differentiate yourself on the marketing side. How do you hold yourself accountable?**

**How many marketing calls, recruiting presentations that you will do per week. His is 30 marketing and 70 recruiting PRESENTATIONS – how many job orders, search assignments, how many recruits, how many candidate summaries, and how many you generate that you presented to a client and how many got telephone and how many face to face and how many ended up placement.**

12 recruited per week, 8 presented every week, 4 telephones, 1-2 face to face and then every month a placement to two.

**They do not even have to turn in numbers. They just own it themselves, there is 0 corporate entity to track anything.**