



Handout: Best of the Best Part 2 – November 18th, 2020 – Erin Bent erin@nextlevelexchange.com

Tip 1: Embrace rejection because it is here to stay

Navigating Early Resistance by Rob Mosley

What can you do differently at each stage, when met with resistance from a client or candidate? Additionally, if working with a team, internally, how do you demonstrate your active listening? This tip doesn't only apply to clients and candidates

LISTEN: What will you do differently to demonstrate that you are **listening** when met with resistance?

ACKNOWLEDGE: What could you say to demonstrate that you are **acknowledging** a candidate or client when met with resistance?

CLARIFY: What high impact questions will you ask to help **clarify** and better understand your candidate or client's perspective?

EXPAND: What additional questions will you **expand** upon when trying to provide legitimacy and purpose to your call?

SEEK AGREEMENT: What will you say to engage a candidate or client to move forward to the next step in dialogue with you? What will be your call to action?

Tip 2: Identify your "why."

Self-directed Performance Management by Jeff Kaye

The word "have" is a common verb used all the time, but subconsciously it serves as a mistaken indicator that we don't have a choice, as if we are imprisoned by people or a system forcing us to do things we don't want to do. In reality, we do have a choice. We have the freedom to choose our actions, our profession, our financial needs, and the path of our life. Each day is not about what we have to do. It's about what we get to do.

What is your why: _____

Go beyond the obvious answer of "I need to make money" – there are countless ways to earn a living. Why have you chosen recruiting? Why do you choose the role you are in, as opposed to others?

Tip 3: Review and understand your candidate's (providers) value statements and make sure they are a part of your submittal process

Qualifying Candidates Quick Tip by Scott Love

Next, use the below grid to help your candidates pull out their benefit statements for your client. Follow the example below:

Candidate Name:	
Feature/Achievement:	Benefit to a new organization:
He has eight years of experience.	He has spent the last eight years at a local commercial banking organization that competes directly with this new company. This means that he brings best practices from the industry and outside-the-box thinking to assist with various challenges branches face daily/monthly/yearly.

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Tip 4: Avoid Burnout

Maintaining the Mindset by Nasrin Akter

Nasrin reminds us of the consequences of burnout as they can be severe. Your productivity can drop dramatically, not only impacting your career, but negatively impacting your team and relationships with colleagues, friends, and family.

What can you do to avoid this pitfall and improve your burnout probability? Review the following action items to alleviate stress and eventual burnout- what can you do in each perspective area to keep burnout at bay?

Find Purpose – *How could you add meaning to what you do professionally every day?*

Review Responsibilities – *What are your day to day responsibilities, and what could you allocate to another person or outsource entirely?*

Give Back to Others – *What random act of kindness could you do for your candidates and clients to re-energize your spirit and purpose?*



Get Physical – *Do you miss running? Have you always wanted to try tennis? What physical activity are you willing to commit to over the next two weeks to refocus on interests away from the office? Get going today and track your experience!*

Tip 5: Don't devote your time and talents to organizations that are going to treat you like a VENDOR. Seek out, PARTNERS!

Quick Tip: The Power Of Perpetual Marketing by Christine Geiger

When do you feel most valued by a client?

How does a client show you that they value your partnership?

How does a true client partner that values you act differently than one that does not?

Tip 6: Continually be evaluating your mindset

Big Biller Secrets by Wes Washington

It's time to embrace a growth mindset! What time sucks could be holding you back and what are you prepared to do to allocate your time more wisely?

Non-revenue activities – i.e., social media, unnecessary time on LinkedIn, too much time on administrative tasks like email, etc. How can you mitigate non-revenue time throughout your day?

Bad clients – i.e., clients that make unreasonable demands, don't pay competitively, are slow to pay, don't listen to your professional recommendation, are reluctant to respond, and are disrespectful of your time. Who comes to mind on your desk currently, and how can you move past bad clients and refocus your time on clients deserving of your time and energy?

Candidates you can't help – i.e., candidates not in your F.I.L.L. or not qualified for your current searches. Like Wes points out, everyone is employable, but not everyone is placeable. What can you do to provide insight or encouragement to those you cannot help while moving on to those candidates you can help?

Tip #7: Implement a post-placement program for clients and candidates/providers

Big Biller Secrets by Ashley Richards

Implement Ashley's tip and set post-placement calls with both your candidates and clients. As strange as this may seem, most recruiters never actually follow up with the client or candidate after the hire is complete. Post-placement calls can highlight positives or potential concerns that could become more significant issues if not addressed.



Determine the timing of your post placement calls:

Pick up the phone and call the **candidate** at the end of week one. What are questions you can ask to get a better understanding of what is working, what isn't, and how to continue to help facilitate the onboarding process with your client?

- What tools or training do you not yet have, that you feel you need?
- What has the team done to help welcome you and get you acclimated?
- _____
- _____

What creative suggestions can you offer to the candidate to help them be proactive in their onboarding process at this stage?

- In the next week, reach out to someone on the team you haven't yet spent time with (but think you should) and ask to meet them for coffee.
- Make a checklist of critical accomplishments you want to have made by the time you hit 90 days.
- List the primary responsibilities that are different than the role you previously held, and reach out to your boss for assistance with how to tackle each one.
- Don't try to change your boss; adapt to their style initially – there is enough to learn without trying to change embedded habits in someone else.
- _____
- _____

What are ideas as to a unique, inexpensive, and/or valuable item you could send to the candidate?

- Impactful book: _____
- Logo item: _____
- What else? _____



Pick up the phone and call the **client** at the end of week one. What are questions you can ask to get a better understanding of what is working, what isn't, and how to continue to help facilitate the onboarding process with your candidate?

- What has impressed you the most so far?
- How has (candidate) done with your initial expectations and responsibilities?
- _____
- _____

What creative suggestions can you offer to the client to help them be proactive in their onboarding process at this stage?

- Make a checklist of critical accomplishments you want the candidate to have made within the first 90 days.
- Set up one lunch a week for the next month with the candidate and someone from (team/department/company).
- Think through what this candidate was doing within their prior organization; what are the primary responsibilities that are different than their previous role, and what should they do to try to develop those skills?
- _____
- _____

What are ideas as to a unique, inexpensive, and/or valuable item you could send to the client?

- Impactful book: _____
- Logo item: _____
- What else? _____

Tip #8: Know your numbers – you build credibility by demonstrating your value
Ten Steps to Dominate Your Market by Jordan Rayboy

Your turn – what separates you from your competition? Why should a candidate or client partner with you, instead of another recruiter? Example: “We specialize in the storage market and are industry insiders.”

Next step – quantify. When you back up statements with statistics, ratios, or numbers, you start to truly differentiate opinions from facts. **Example:** *“We’ve focused exclusively on storage for the past 10 years and have placed over 400 top sales, technical, consulting, and management professionals with both large industry leaders and startup companies. I do nothing but talk to your peers all day long, 20 each day, 100 a week, and 5,000 a year.”*

Last – what’s in it for them? You’ve separated from your competition, you’ve backed up with some facts – but what value will they experience because of your previous two statements? **Example:** *“Why does that matter to you? You can absolutely use me as a resource, even if you never leave your organization. I can tell you what you should be making, what your competition is doing to land their top accounts, and how to stay viable within your firm – just to name a few.”*

Tip #9: Don't Burn Bridges.

Don't be that Recruiter by Michael Pietrack

This tip from Michael is an excellent reminder of being aware of our actions and how they affect others we interact with daily. The hardest recruiters to coach won't take time to self-reflect and improve. When individuals give conscious consideration by reviewing their actions to learn how to be better, everyone benefits! Self-reflection gives our brain time to pause, work through experiences, and see through the lens of others.



If this is you, and you need to carve out time for more self-reflection for the sake of burning fewer bridges, work through the following questions to target a place to begin to be more aware.

If you were to live your life in a fishbowl, and others could see you working, what would you eliminate from your day in the spirit of operating from transparency? _____

With your clients? _____

With your candidates? _____

What steps could you take to be more fully present in your daily interactions with others? _____

Think through your last search that did not end successfully, if you could do one thing over again, what would you change? Additionally, what steps can you take (starting now) to address that area of concern?



Think through your last successful placement, if you could do one thing over again, what would you change for the better? Additionally, what steps can you take (starting now) to address that issue?

Tip 10: Stop selling and start having real conversations with your candidates (providers) and clients.

Engagement by Kent Burns

Starting with the candidate side of the equation, script out your introduction for the opening moments of the call with a new prospective candidate (Kent's example is below):

"My name is Kent Burns. I'm with Simply Driven Executive Search. We specialize in finance and accounting. Are you in a place where you can speak freely?"

"Good. Are you familiar with our firm?"

"How did you hear about us?"

"We work with some of the most recognized companies in the world, like Rolls Royce, Merrill Lynch and United Technologies. Also, over the past several years, just over 1/3 of the candidates we have place are promoted within 24 months. We are working on a number of searches and I am calling to find out if you are open-minded to a compelling opportunity in the marketplace."

Your script:

Now, go back and review your candidate engagement script. Take a hard look at what you've always said, and with a critical lens, answer the following:

- Have you said anything that creates mystery, or induces a fear of possible loss or missed opportunity?
- How have you appealed to the candidate's self-interest?
- What facts have you included in your message? Do these facts matter to your audience? Can they be said by other recruiters?



- What words are intentional? What language could be improved – either more descriptive, or elevated verbiage, or taken out completely?
- How have you created a dynamic that gets them to stay on the phone because they believe it's in their best interest?

Revise your engagement presentation based on your answers to the questions above; remember that the smallest change can make the biggest difference in your ability to open up the door for a continued dialogue.

Tip 11: View the Gatekeeper as a bridge to build trust and legitimacy.

Quick Tip: Engaging the Gatekeeper by Rob Mosley

Take a Deep Breath: Rob makes a point in being mindful of being nervous on your calls as that will likely transfer to your voice, making you not sound as confident as you would like to project. Another way to calm the nerves is by sharing insight, which can help establish legitimacy.

Avoid Offering Too Much: Do not sell to the gatekeeper – influence.

Pattern Interrupt: Interrupt the flow of the conversation by taking control early in the call. Review Rob's script and edit it to match your next request into a gatekeeper:

*"Good afternoon, this is Rob Mosley, with Accenture, who am I speaking with, please?
"Hi Ruth, it's very nice to meet you. I'm calling for Sam Smith, your CIO."*

Keep it Personal: Just like you remember your candidates and clients, take notes on gatekeepers. Remember their names, be personal but not too memorable. Additionally, be different by sending a handwritten note to stand out in the crowd.

Plan B: Always have a backup plan! If you can't get through because you are communicating with an adversarial gatekeeper, your best bet might be a call before or after regular business hours. You never know, the decision-maker might be the one to pick up the phone!

(Facilitator): When tackling the most common questions asked by recruiters, Rob encourages us to use a response that involves the 4Cs: Correct, Concise, Courteous, and Confident. With these Cs in mind, script your answer to the following questions commonly asked by gatekeepers:

"May I ask who is calling?"

Your script:



Can I tell them what this is about?

Your script:

Tip 12: Find an accountability partner.
Coping with Disappointment by Scott Love

What commitment will you make to seek out, and receive, accountability for the achievement of the professional goals you have created for yourself:

Format for Accountability Meetings:

1. Weekend update
2. What was your greatest achievement last week?
3. What was your biggest lesson learned?
4. What are your three targets for this week?
5. Your deal closest to closing
6. Business Development activities for this week
7. Biggest challenge
8. Accountability Metrics - choose one
 - a. number of connects for this week
 - b. amount of phone time
 - c. number of candidate submittals
 - d. number of interviews

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Tip 13: You may hate planning, but you should do it anyway.

Planning and Habits by Erin Bent

As Erin shared in this episode, there's a difference between interest and commitment. When you're interested in doing something, you do it only when it's convenient. When you are committed to something, you accept no excuses; only results. Whether you want the end result to be a habit of planning, or a different area in your life, take a few minutes to go through the five questions and steps covered in this episode.

Step 1: Decide the type of person you want to be; belief that your new habit(s) will eventually help you in the long run or you are doing something that you don't really believe in and you might as well not even start in the first place. Take a moment and describe your ideal recruiting self – what does your production look like, what do your habits look like, and what does your day entail? Be specific.

Step 2: Start small and be specific; start one step at a time. Instead of claiming that you “*want to be better at planning*” substitute with “*I am going to plan from 5-6p each day.*” What are your specific and small goals that you will start with?

Goal #1: _____

Goal #2: _____

Goal #3: _____

Step 3: Break your habits into chunks so that you can maintain momentum. In short, distractions come at you frequently and take you away from your committed activities. What will your scheduled time zones be for your habits listed in Step 2, and what are the distractions you know you need to eliminate now in order to maintain momentum?

Goal #1 Time Zone and Distractions to Eliminate:



Goal #2 Time Zone and Distractions to Eliminate:

Goal #3 Time Zone and Distractions to Eliminate:

Step #4: When you slip, get back on track. You are not expected to be perfect, but steps should be taken to right the ship when it starts to wobble. Who will help hold you accountable, make you feel good for your consistent achievement of new habits yet also help make sure you do not have more than one day in a row of failure?

Step #5: Be Patient – this will take time! Recruiters are naturally wired to have low levels of patience; it's part of what drives us to push the recruiting process forward and make things happen sooner rather than later. The pursuit of long-term change poses challenges relevant to professionals in a variety of work settings, since we all have to balance short-term demands with long-run objectives and strategies. When in doubt, go back to Step 1. Do you still want to be the person you envisioned? If so, do not let who you are stand in the way of who you can become!

Tip 14: Let go.

So you know how to recruit, now what? By Karen Schmidt

Often, the very traits we see as assisting in our success and accomplishments are the same that can hold us back. When we get a better understanding of who we are and what makes us succeed, we become more self-aware. When we acknowledge areas to improve, we mature. Take a moment to answer the below questions and evaluate what you can recognize and, in turn, let go.

- What attributes or characteristics are you most proud of that got you to where you are today?



- What abilities do you have that allowed you to separate from your peers over the months or years?

- Reflecting on the above answers, is there a chance that those very same characteristics that rewarded you so well are the same characteristics that can hold you back in the future?

To begin to impact change, think about what got you here:

- What has contributed to your success so far?

- How do you compare with others within your organization or industry in similar roles? What separates you from the average performer?

- How have your responsibilities evolved as you've grown in the last year, as opposed to a year ago?

- When you are working, what activities make you lose track of time? Why?

Tip 15: "The more you learn, the more you earn."

Warren Buffett

Commit to continuous learning and take the time to slow down and evaluate your week points through an honest lens. Like we discussed, select one box per week- could be reading one industry relevant article each day, a book on negotiation, or even meditation! Schedule time on your calendar daily for 30-minutes. Write out your commitment below and get started!

I commit to: