

## Big Biller Secrets

**Presenter: Brian Rhonemus – President,  
Sanford Rose Associates® – Rhonemus Group**

Brian Rhonemus is President of Sanford Rose Associates – Rhonemus Group based in Columbus Ohio focusing on mid-to-senior level roles within credit unions, national banks, and community banking institutions. Before becoming an SRA Office owner, Brian garnered over 25 years of experience in the working in the financial services and recruiting within the financial services industry as a search consultant, staffing manager, division director, managing director to search firm owner. Brian is a noted speaker and contributor to state bank associations and publications all over the United States, focusing on topics such as succession planning, management training, social media integration, behavioural interviewing, candidate assessment, and career planning for new bankers. In this session, Brian shares how to Build Your Brand as a Talent Management Expert.

### **Meeting: “Big Biller Secrets” by Brian Rhonemus**

**If you are reviewing this episode with a team, watch the entire Episode and ask your group for their key takeaways and insights. Review the following below to fill in the gaps.**

**ARRAY OF SERVICES:** You may know how to secure new clients and offer a variety of terms ranging from contingent to fully retained, and you may offer contracting or interim services. If you don't offer these solutions, is there a desire to add them to your current array of services? In addition, what else can you do to add additional resources that could be valued by your clients and provide a high return for you as well? Brian mentions outplacement services and merger/acquisition as a few examples of how to expand your offerings.

Question: What are you not yet offering your clients that you would like to? \_\_\_\_\_

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Question: What is your strategy to learn how to broaden your scope of services, and what is your timeline for doing so? \_\_\_\_\_

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**REPUTATION:** What do people say about you? You should ask! Might make you happy and might give you some things to work on. Additionally, think about the key things you want your market to know about you. What measurable differentiators, success stories, or industry expertise do you specifically want to communicate? \_\_\_\_\_

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Now, take a look at communication tools such as your website, LinkedIn profile, and job postings. How do you want to improve the message communicated? \_\_\_\_\_

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**CONTENT:** What are people talking about in your industry, and what do they want to know from you? They like to hear about what's going on in their community. Deliver it in person, to clients, or as a lunch and learn presentation. Use blogs, magazines, social media, and search strings to gather information – as well as the information gathered on the phone. List some topics of which you know you have some great content or could gather great content – such as salary surveys, employee engagement, or effective onboarding strategies:

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Now, what is your plan to market yourself as an expert in your industry? This could be by doing a variety of the things that Brian shared, including conducting training to existing clients, serving on a panel at a conference, or writing articles and submitting to trade journals and blogs. In what ways are you comfortable marketing yourself?

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If you do get published or selected to speak, make sure to send a press release or at a minimum a social media announcement/status update!

To begin executing, Brian shared an approach that yields nearly a 100% return call rate. Think about it; what client doesn't want to be quoted or cited for a major industry publication or talk? Whether you'd like to present at a conference or simply write a published piece, know what the audience would care about and then customize something to that topic! Then pick up the phone:

*“Hello Rick, this is Brian Rhonemus, I was recently selected to speak or write an article on \_\_\_\_\_ or \_\_\_\_\_ for the American Banker Association National Community Bank Conference. I would like to get your opinion on my topic to include in my ppt. Please call me....”*

**GET SOCIAL:** You do not have to be an expert in social media to master a few small things that can make a rippling impact. Brian covers his key best practices in this area to stay known and to continue to be perceived as an industry insider. Each and every time your content gets published online, it becomes part of your bigger brand. Brian schedules his touches two weeks in advance, and immediately posts to 34 places utilizing Facebook, LinkedIn, Google+ and Groups. He recommends tools such as Hootsuite, Buffer, Divrit to help schedule your social media touches, as well as Hubspot, Mashable and CIO.com. What tools would you like to research that Brian mentioned?

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