

## Big Biller Secrets

**Presenter: Sean Rigsby, Managing Partner of Rigsby Search Group**

Sean P. Rigsby, CPC, is the Managing Partner of Rigsby Search Group, LLC, which specializes in Environmental Recruiting. Prior to founding Rigsby Search Group in 2012, Sean spent 19 years at one of the top search firms on the East Coast headquartered in Hartford, CT. Sean received numerous awards including: "Consultant of the Year" - 3 times, "Environmental Recruiter of the Year" - 17 times and "Rookie of the Year" in 1993 – including being named Managing Partner of the organization.

Sean is a Member of The Pinnacle Society, a consortium of 75 of the highest volume recruiters in North America. He is a member on the Board of CAPS (Connecticut Association of Personnel Consultants). Sean is an active member and holds leadership roles within a number of organizations namely: Environmental Professionals Organization of Connecticut, National Ground Water Association and the Air and Waste Management Association, Environmental Business Council of New England - Connecticut Chapter. He's also been a speaker at various conferences for organizations such as American Institute of Professional Geologists, Association of Environmental and Engineering Geologists, EnviroExpo of Boston and at the University of Connecticut.

In his presentation, Sean reveals some of the keys to success in recruitment including working an efficient desk, brand building, and using time-saving applications and templates to work faster and smarter.

### **Meeting: “Big Biller Secrets” by Sean Rigsby**

**If you are reviewing this episode with a team, watch the entire Episode. Use the notes below to implement the best practices provided.**

**EEYORE:** Unless you naturally bounce out of bed each morning ready to face the day's challenges, you might want to get a mental kick-start that's a little more substantial than what you'll get from a cup of coffee. Sean gives some suggestions of what he does for a few minutes each morning to get in the right mindset (and do a little learning along the way):

- Read an article from publications such as Success Magazine, Forbes, Entrepreneur, and The Forgyce Letter
- Listen to a video clip from Tony Robbins, Nick Vujicic, Zig Ziglar, Eric Thomas, Wayne Dyer, Jim Rohn, Stephen Covey, Og Magdino, or anyone else you feel helps you focus and approach your day in a positive manner
- Create a “Power Hour” playlist and listen to one song each morning before you make your first round of calls that wakes you up and energizes you to hit the ground running.

What is the one small change you can make to help start your day with a positive mindset?

**THINGS TO DO:** Sean knows the importance of building momentum early on in the day, which is why he also creates a “to-do” list stacked with the most important money-making functions toward the top. Make a list of the 10 most important things that need to get done each day (can include things such as setting up interviews and closing calls, as well as identifying X new names for a search, sending out an email campaign, posting a LinkedIn message, reaching out to Y new hiring managers, etc) and then commit that you will never leave the office without completing your Top 10 each day!

**PRIORITIZATION:** Sean was in a position to be able to outsource non-revenue-generating activities, but what if you are not in a position to do so? The message is still an important one! Your prime time should be spent on the phone, but there are so many other things that are necessary and can be distractions if not managed properly! Make a list of all of the things that you do that take you off the phone:

- Enter resumes, or format resumes before presenting to a client
- Find new leads / names
- Creating call plans
- Manage vendors
- Responding to emails
- Responding to voicemails
- Sending Interview Prep documents/confirming interviews
- Manage social medias
- Send out mass emails
- Create job postings
- Gather testimonials from candidates/clients
- Conduct reference checks
- Company meetings / training sessions
- Industry research
- Connect with individuals on LinkedIn

Continue to fill in this list until you have a solid overview of all of the non-sales activities you could possibly be engaged in on a weekly basis. Make it as long and as comprehensive of a list as you can possibly create! Now, go back through that list and jot down the approximate amount of time you'd like to spend on each activity. Group similar activities together (responding to emails could be done in the same time block as responding to voicemails as an example) and now block plan your schedule for each day. You can now control how much time you spend in sales activities, and prioritize non-sales activities to alternative hours in the day.

**FOCUS BOOSTER:** [www.focusboosterapp.com](http://www.focusboosterapp.com) Desktop timer that will keep track of where your time goes. This application can act as an automated time sheet if needed for client/candidate tracking, but can also help you visualize your progress through their dashboards as well as reports. Can also use to stay "in the zone" with the timer function to make sure you stay on track with focused zone planning times.

**SCHEDULE ONCE:** [www.scheduleonce.com](http://www.scheduleonce.com) Online scheduling tool that allows you to share your calendar with others and make appointments, quick and simple, with other individuals. Can be integrated directly into Outlook, and can be used to set up group appointments, accept appointments you're invited to, and even set up multiple types of meetings.

**COLD TURKEY:** [www.getcoldturkey.com](http://www.getcoldturkey.com) Get in the zone by completely removing yourself from the choice to be distracted. Block websites or applications that you know, no matter how hard you want to stay in the zone, will still be your kryptonite. It's okay to be susceptible to distractions – but big billers know how to harness that susceptibility!

**INVENT THE WHEEL:** Create email templates for the most commonly encountered situations (both candidate and client). Save those templates so that your responses become only a few clicks, which can also save on typos and grammatical errors. Below are some scenarios you will likely face – what others can you add to the list?

- Candidate is happy/no immediate action required
- Candidate is interested in your opportunity
- Candidate submits a resume
- Candidate you can't help / outside your niche sends you a resume
- Interview prep (both candidate and client)
- Client has no interest/no immediate action required
- Client is open to partnering with your firm

**SOCIAL MEDIA:** Sean regularly posts motivational business articles, available opportunities (including brief position description videos), inspirational quotes, industry related news, success stories from their firm, as well as posts to engage candidates or clients with their social media content. Although Sean has someone internally on his team who handles this, you can handle personally as well. The questions you'll first need to answer are:

- List all social medias in which you will have a presence: \_\_\_\_\_  
\_\_\_\_\_
- For each of those, which require you to add/update/post content, and how often will you do so? \_\_\_\_\_  
\_\_\_\_\_
- What kind of content will you post to each? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What is your dedicated time each week to curating content and creating a posting schedule for the week? \_\_\_\_\_  
\_\_\_\_\_

**DICTATION:** If you do not have a researcher who can listen to the call, an alternative is to record the phone call (where legal) and then either review at a later time or use a dictation service to translate. This can be done through a group such as Upwork (formerly oDesk) at [www.upwork.com](http://www.upwork.com), or dictation apps. This is a fantastic way to show the client that you take the time to listen, fully understand their situation and their needs, and are a valuable resource in this process.

#### **SCRIPTS THAT WORK:**

*"I'm not saying that what we are working on is better than what you're currently doing, because we are just starting to have a conversation here and I'm not sure what's important to you yet, but why don't you tell me a bit about what you're doing and what you like... If there was something out there that could possibly get you excited, what would make you sit up in your chair a bit more?"*

*"Hey, I know you're very busy and I understand that, and I know you get these type of calls on a regular basis. We haven't formally introduced ourselves yet, but you see how much I've been following up with you, and you haven't hired us as of yet. So imagine what I can do for you once you hire me to find you qualified people for your company."*



**Template #1: (After Leaving A Voicemail)**

Hi (Name),

In following up on my earlier voicemail.

My name is Sean Rigsby, and I am the Managing Partner with RSG aka Rigsby Search Group in Shelton, CT. We are one of the premier search firms focused exclusively within environmental business sector.

I received your name from (REFERRAL NAME) who has worked with you in the past, and had nothing but positive things to say. I hope you don't mind me reaching out to you, but I wanted to see if you were ever open to other opportunities outside of your current situation. As I mentioned, I have been retained by a client of mine in your area, and I would love the opportunity to speak with you. Even at the very least to just introduce myself.

I am including some information on myself, as well as my company for your review. I would truly love the opportunity to speak with you, and look forward to hearing back from you.

Thank you, and have a great day!

Sean



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Sean Rigsby Bio.pdf

**Template #2: (To Schedule A Follow-Up Call)**

Hi (Name),

It was great speaking with you today and I really appreciated the time. As promised, here is some information on myself and my company for your review.

I look forward to continuing our conversation, and will call you at **DESIGNATED TIME** so the two of us could talk further.

Thanks, and have a great day!

Sean



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***Template #3: (Resume Received – Non MPC “Most Placeable Candidate”)***

Hi (Name),

Thank you for submitting your resume. At the current time, we do not have any opportunities that match up with your experience and skill set. If a certain need becomes available, we would have no hesitation in getting in contact with you in the future.

Thank you, and I wish you the best in your career search.

Sean



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***Template #4: (Send Resume)***

Hi (Name),

It was great speaking with you today.

I look forward to seeing your resume, so you and I can discuss things further.

Have A Great Day!

Sean



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