

Big Biller Secrets

Presenter: Brett Blair – President, Sanford Rose Associates® Brighton

Brett Blair is the President of Sanford Rose Associates® – Brighton (Michigan). Brett is a member of the Sanford Rose Associates® “President’s Club,” and has been one of the top SRA offices each year since opening his firm in the Detroit suburbs in 2007. He has conducted searches for clients in primarily the mid-range of the organization, from professional /technical individual contributors up to the Vice President level. His firm’s primary niche is with the automotive electrical manufacturing segment, and he also specializes in Human Resources functional placements. With extensive international experience, including time living in Japan and working throughout Mexico and Europe, Brett is very active with international retained search assignments. Brett has a relentlessly positive approach to life and to his search practice, and is an expert in the field of personal motivation, life balance, goal setting and achievement.

About This Segment

In Brett’s Big Biller presentation, he speaks about what led him to enter into the search business, how he launched his business in the early years, and how he continues to grow his business today. Brett also shares his thoughts on the importance of “controlling one’s thinking,” the power of written goal setting, and the advantage that comes from a life-long quest for balance and personal growth.

Meeting: “Big Biller Secrets” by Brett Blair

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

TRANSITIONING TO RETAINED: Brett shared that the majority of the searches that he completed in his first three years were non-exclusive contingency, and he transitioned to a money-up-front, partially retained model. If you would like to make a similar transition but don’t know where to begin, the below script can be modified based on your industry, style, and desired terms:

“Our search terms are predicated on the urgency of this search for you. An engaged search will allow us to put everything on the back burner, and focus on nothing but this search until we have exhausted the marketplace and filled your position. In my experience, I am fearful that any other approach is not going to ensure that your position is filled within the timeframe you need and with the market coverage you desire.”

You and I will create the controlled message that you want shared throughout the market, and I will cover the market and screen based on the skills and parameters we’ve already discussed. On a weekly basis, you will know how many people heard your story and what the reactions were from those calls. There are many steps we will take to ensure there is absolute accountability from me and my team to not only get your problem solved, but also solve it with the best possible solution. Does this sound like a viable process for you?

In a committed search, our service charge is 35% of the first year’s guaranteed compensation. An upfront, non-refundable \$10,000 payment is due to initiate the search; the final payment of the difference is due upon the start date of the candidate you hire. I can send you the agreement, but first - what questions can I answer for you about the terms we just covered?”

SET YOUR PERSONAL GOALS: Average billers, and even good billers, set goals and then do whatever is within their control to achieve those goals. Big billers, and those who truly believe they are capable of being and accomplishing more than they have to date, simply have an overwhelming and burning desire driving their actions. Talent certainly comes into play when we look at Olympic athletes, but commitment to the achievement of a deeply rooted personal goal is what sets accomplishments apart from dreams.

DEDICATION: Brett makes it sound relatively straightforward: “*dedicate your life to this business and to the achievement of your goals*”. However, if it was that straightforward, success in recruiting and in life would be easier to come by (and possibly much less gratifying). Dedication to your career requires a complete and wholehearted devotion, which naturally means that sacrifices will follow in other areas. What are you willing to sacrifice in the short term, in service of a long term life and career balance?

BUSINESS PLAN: Brett’s suggestion here is two-fold. First, start with the financial results you want to achieve every year for the next five years, and then reverse engineer the math into the quarterly, monthly, and weekly activities and metrics required to achieve your desired results. Second, get to work! New Year’s Resolutions sometimes result in more planning than they do execution! You want to get in shape, so you research various gyms, test them out, commit to one, buy new workout gear, throw out all the junk food in the pantry, stock up at the health food market, buy some vitamins, load up your iPod, and read some articles on clean eating...when what really needs to happen is for you to *get to the gym and sweat* for a few hours! To Brett’s point – be strategic in your planning, but then put the plan away and get to work!

LEARN AND GROW: In nature, plants either grow or they decompose; this also is true for recruiters professionally (which then translates into personally, financially, mentally and physically). Training is important, but learning is imperative. Brett’s list of suggested books are at the end of this Facilitation Guide. Whether it’s reading, watching programs on the Exchange, attending conferences, or reaching out to other successful individuals, challenge yourself to spend the same amount of time on professional learning each week as you spend watching television.

INVEST IN YOUR BUSINESS: You can either have the desire to invest in the necessary technology and tools to build your business while you are building your business or after you’ve built it. Brett suggests some of the basics, such as a truly sophisticated telephone system, a fast, well-functioning computer (with dual monitors) as being essentials. Additionally, he shares some additional tools for you to research as desired and relevant (remember, if your competition has access to them, you should too!):

- Monster
- CareerBuilder
- LinkedIn
- The Ladders
- Zoom Info
- Vipe
- ooVoo
- Skype
- Broadlook
- Hoovers
- Data.com (previously Jigsaw)
- Facebook
- Indeed

VALUE PROPOSITION: Step one is to determine yours if you haven't already, and step two is to believe in it. This belief comes not only from repeating your mantra, but from engaging in the daily activities that turn your belief into a reality. Brett's value proposition stems from deep manufacturing experience, knowledge and focus, a broad functional expertise, and 100% dedication and commitment to client satisfaction and outcomes. He combines those assurances with Sanford Rose Associates® proprietary Dimensional Search® methodology and an activate engagement of his global network of over 65 offices. If you do not yet know your value proposition, take some time to determine yours; to Brett's point, this is how you will win business.

MARKET MASTERY: Nearly every Big Biller touts the importance of "Market Mastery"; Brett acknowledges that the notion of marketing to a narrow niche was counter-intuitive to him in the beginning, but that it has made one of the most significant impacts on his business. The objective is simple: know every company and every professional employee in your market mastery niche. If you need specific training, guidance, or metrics for Market Mastery, please review Modules 1 and 2 of the Foundation Training Program on the Next Level Exchange for a comprehensive breakdown of this concept.

RELENTLESS MARKETING: Brett's message is clear – market, market, market, and then when done for the day, market some more! Phone calls, emails, snail mail, face to face visits, professional networking sites...all should be designed to allow for the significant majority of your day to be spent marketing to potential clients with a goal of winning quality search assignments. If your role is that of a candidate recruiter, the message is the same; spend all day every day recruiting candidates with the objective of moving the process forward. No matter the case, don't waste time on unimportant tasks (which is a relative term and your ability to ascertain important from unimportant will make the difference between average success and big biller success)!

LIFE BALANCE: Brett shares a great exercise to go through. Take your pen, draw a circle, and add six spokes. Each spoke represents one of the following categories of life you see below. Once you've drawn the spokes, rate yourself on a scale of 1-10 (10 being the highest) in each of these categories:

- **Spirituality:** Do you have a sense of meaning for your life? Do you have connectedness to a purpose greater than yourself?
- **Physical:** Great health, wellness and energy level.
- **Relationships:** Healthy, meaningful, vibrant, loving relationships with family, friends, and colleagues. Ours is a relationship business, on all levels.
- **Emotional:** High emotional intelligence, intellectual growth, increased life satisfaction.
- **Professional:** Aptitude, attitude, willingness to produce, grow and lead.
- **Financial:** Mindset around money, its impact today and purpose for tomorrow. Freedom from financial stress.

Once you've ranked yourself in each area, connect the dots, and take a look at the degree to which your picture is actually a circle. Normal humans have some flat spots, but the areas that are flat are the areas that need attention and focus in order to improve and maintain an overall balanced life.

WRITTEN GOALS: Brett suggests creating written goals, in each of the six categories of life, on 6-year, 18-month, 90-day, and 30-day increments. Find a trusted colleague or coach to review with you on a monthly basis. Consistency is key as it relates to the pursuit of professional excellence and accomplishment.

PONDER THIS: Take a moment to think about what Brett just shared. As he's studied Big Billers in the recruiting business, he's never seen one who was trembling in fear. This doesn't mean that they don't have fear; it does mean that they have developed ways to *move forward in spite of their fear*. This is the definition of courage.

Each is the master of his/her own time and has incredible self-discipline. Each knows how to control his/her thinking and to stay away from negative emotions such as fear, regret and anxiety. Each knows that their programming, developed primarily from their early childhood experiences, leads to their thoughts. Their thoughts lead to their feelings.

Their feelings lead to their actions. And their actions ultimately lead to their results. If it's great results that we are after, then everything leading to results in the chain must be acknowledged and managed. Bottom line, you must learn to control your thinking.

FINAL THOUGHTS: To change your current behaviors and challenge your comfort zone, pick one or two of Brett's checklist below and commit to using it to inspire change in your current operations. Important and meaningful change takes time, and that time requires patience and dedication (a theme throughout Brett's session). Which of the following resonates with you the most?

- **OIYF:** Strive to keep the odds in your favor, by staying healthy, positive, active, persistent and relentless (make sure to define in a measurable way what those look like to you)
- **F3 – focus, focus, focus.** What key distractions do you need to eliminate?
- **Inch by inch:** Although making big chunks of money every now and then is desired, it's the extra work that goes on between making the big chunks of money that makes all the difference. When you are 'done for the day', make five additional calls – every day, without fail.
- **What gets measured, gets done:** What are you not tracking that you know you should? How will you measure and recalibrate?
- **Make a habit of continuously changing your habits:** What is the bad habit that you've been meaning to change? How will you change it, and when will you evaluate success?
- **What do you really, really, really want?** Declare it affirmatively. Then declare it affirmatively to others.
- **Evaluate the company you keep:** If the five adults you spend the most time with are not lifting you up, seek out one new one to add to the group who will.
- **Stop aiming low – or start aiming, period.** What is your measurable goal?
- **Find a coach:** Be open to the feedback, perspectives, and input of that coach.

Recommended Reading

Synchronicity	Jaworski
The Power of Intention	Dyer
The World is Flat	Friedman
How to Become a Rainmaker	Fox
Secrets of Great Rainmakers	Fox
Strengthfinder 2.0	Rath
Topgrading	Smart
Attracting Perfect Customers	Hall
The Tipping Point	Gladwell
Outliers	Gladwell
The Dip	Godin
Think and Grow Rich	Hill
The Seven Habits of Highly Effective People	Covey
Flourish	Seligman
The Courageous Life	Brown
The Power of Discipline	Tracy
Atlas Shrugged	Rand
The Fountainhead	Rand
The Talent Masters	Connaty
Mojo	Goldsmith
The Compound Effect	Hardy
The Success Principles	Canfield
Secrets of the Millionaire Mind	Eker
Crush It	Vaynerchuk
The Thank You Economy	Vaynerchuck
Do the Work	Pressfield
Drive	Pink