

Big Biller Secrets

**Presenter: David Peterson – Managing Partner
of Direct Recruiters, Inc.**

David Peterson is a Managing Partner for Direct Recruiters and manages and oversees DRI search and recruitment teams in the Plastics and Flexible Packaging industries. David is a current and active member of the Society of Plastic Engineers, Cleveland Chapter of the Ohio Recruiters Association and served as their Chapter Chair for several years. In addition, he is a member of National Association of Personnel Services (NAPS). David is often interviewed and quoted in trade publications such as Business Solutions Magazine, Plastics News and Flexible Packaging Magazine.

Meeting: “Big Biller Secrets” by David Peterson

If you are reviewing this episode with a team, watch the entire Episode. Use the notes below in both weeks to identify the gaps between knowledge and application.

CLOSING: An article by SalesLoft recently shared that when hiring salespeople, there is one simple way to find the best candidate in a single phone call. On the phone, ask the prospect *“As you know, we’re only looking for the absolute best person for this role. Tell me why that’s you.”*

Then you let them say whatever they want. Once they’re done, say *“I’m just not hearing that you’re the best. I’m not convinced.”*

9 times out of 10 the candidate is going to say something like, *“Oh. Ok. Well...thanks for the interview.”*

But, there will be someone who continues to handle the objection. They’ll continue to explain their accomplishments and most importantly, they’ll continue to ask questions. You want recruits to overcome your objections. You want them to ask, *“Well, why don’t you see me as a good fit? Is it my experience or something that I said? What do you consider to be a good fit to your company? What are the other candidates like that you’ve interviewed? What qualities did you find valuable from them?”*

When they start take charge of the call even after you’ve told them *“No,”* THAT’s when you know you have a great candidate.

Now, how does this relate to recruiting, if you aren’t a search firm owner looking to hire? Ask yourself how well you’d do in that situation. Be critical of how you push back with clients and candidates, and if you would be the one person who wouldn’t give up easily. Do you have a natural, or learned, ability to continue to handle objections well after most recruiters would have moved on to the next call?

TRADE SHOWS: Seek out the opportunity to serve on a panel at the key conferences of your industry. Don’t wait to be asked; come up with relevant subject matter in which you know you can be an expert. Reach out to those in charge of planning and be prepared with a summary of value-added content that you know would resonate with the audience. Be proactive!

GET PUBLISHED: Trade magazines and online sites always have a need for quality and relevant content. Identify the top industry publications or websites in your niche and begin submitting articles to get published. David makes sure his articles are primarily focused around recruiting and hiring trends, and ties in industry information that demonstrates his expertise.

EFFECTIVE APPROACH: David shares one of his techniques that is effective due to it being simple and sincere in nature. David's market responds to this approach – if it would work with your audience, his script is as follows:

“David Peterson, Direct Recruiters. We do NOT know each other; I am Director of our Plastics/Flexible Packaging Practice. I work with SR Level executives in our industry. (Various statements) I was just handed your LinkedIn profile. Wow. Impressive. Seems like we are two people that should know each other. Curious if you open to career opportunities and/or networking? Again, David Peterson 440-248-337- x111. 440-248-337- x111.”

PROFESSIONAL SERVICE CHARGE: No matter what your fee is, you will find clients who think it is “too high”. David got comfortable sticking to his guns, and simply saying “no” when clients asked for a lower percent. Additional responses are below; how often do you find yourself lowering your fee and how much are you leaving on the table by doing so?

Possible Response: *“Why don't you judge by the value of the person that I place? If the person that I place doesn't generate the value of the difference in the service charge, it actually doesn't cost you a thing because you will ultimately pay **zero**. Until you are in a position to see the caliber of talent and the differentiation of that talent, we are purely talking about hypothetical situations. In all actuality, 20% for one candidate might be 19% too much, while 30% for another talent might be the deal of the decade. In your overall comparison, why not look at the totality of what my candidates can bring to the table, and then make your decision. I understand the desire to create consistency amongst what you pay firms, but I would not want that desire for consistency to preclude you from engaging with the best candidates out there. Can you agree that by partnering only with the firms that give you the lowest fees, you might be limiting yourself to seeing only those candidates who are coming with the lowest fee attached?”*

Possible Response: *“I have no doubt that there are other firms who will charge you less – there is always someone in the market who is cheaper. I could probably ask you this – think of your competitors – is there someone who has a reputation for being the cheapest in the industry?” (Pause, even insert the names of a few firms if you can assume who they will reference) “So if you were in a sales presentation going up against that firm, what would you say to position yourself above your competition? I don't need to belabor this point, because I'm sure you see where I'm going with this. Just like your firm, we have never won business because we were the cheapest and we've never lost business because we were priced out of the market. Although it's appropriate for (name of their competitors) to position themselves solely on price, we aren't in that same category. Ultimately you pay nothing until you find a candidate who is worth paying our fee for. Are you open to paying nothing to get us started?”*

Possible Response: *“I'm sorry you feel that way, but for the kind of service I know other agencies provide I'm not surprised by it at all. If all I was going to do was push paper across your desk and hope I get lucky, I would also agree then my fees are too high – but that's not what I'm talking about. However, I would prefer not to argue fees with you at all, because I believe our service speaks for itself. Here's what I'll do - I'll send you a fee agreement right now that agrees to the (X)% fee you're used to. Then I'll show you the kind of work we do and I'll show it to you at that price as many times as you need it this year. But on January 1, (year) my fee goes to (Y)% for any work we do after that date and if after a year of working with me I haven't proven to you why we are worth that fee you can walk away for me with no hard feelings. Is that fair?”*

REPLACEMENT GUARANTEE: David shares his firm's approach to a sliding scale replacement guarantee. If you want to incorporate this into your agreements, example language is as follows:

If the service relationship between you and the candidate is terminated for any reason within one year (365) days after the candidate's start date, we will assist Client in seeking a replacement candidate on a pro-rated schedule at follows: Client will receive 1/365th of the original total search fee for each day of the guarantee period remaining in the guarantee period as a credit.

BE VISIBLE: David lists all of the initiatives he and his team have in order to stay visible in the market, and to constantly demonstrate their market mastery to their audience. What are you not yet doing that you'd like to implement?

- Send a monthly email blast with 3-5 MPC Candidates highlighted
- Sends four quarterly newsletters, including an article written personally (or by someone at the firm) regarding best practices in hiring, onboarding, cultures of retention, or similar subjects
- Call prospective clients at least once per quarter
- Send holiday or birthday cards to key clients and candidates
- Start a LinkedIn group, or "share" articles, tips, or industry updates on a constant basis
- Establish a presence on Twitter, Facebook, or create a blog for your firm
- Publish articles in industry-specific magazines or websites
- Create relevant videos on YouTube
- Post a classified ad (many trade publications, for a cost, will publish an ad – David's is simple with his name, quick sentence on Direct Recruiters, and email and website)
- Get listed in Buyer's Guides
- Attend and/or speak at industry trade shows and conferences