

Big Biller Secrets

Presenter: Greg Zoch – Partner, Kaye/Bassman International

Greg Zoch is a Managing Director and Partner at Kaye/Bassman International, former Rookie of the Year and perennial top producer who has demonstrated both technical competency and a distinguished track record of success. He has consistently been ranked in the top 2% of a national network of over 4000 search consultants. Greg has been involved with the marketing of healthcare organizations and services and with the recruitment of health care professionals since 1990. His primary focus is on the strategic growth and staffing initiatives of client companies, who develop, manage, consult with, and/or own and operate acute care hospitals, ambulatory surgery centers, and specialty hospitals throughout America. Greg's assignments are primarily for clinical and operational leadership positions in healthcare corporations and healthcare systems. He also leads the Healthcare Mergers and Acquisitions Group that assists clients in locating strategic corporate and physician partners for development or acquisition.

Topics include:

- How he built his practice and became a market master
- His approach and mindset for relationships with his team and clients
- His techniques that separate him from his competitors
- The biggest lessons learned in his career as a recruiter
- 3 pieces of advice he would give to those who want to take their practice to the next level

Week 1 Meeting: “Big Biller Secrets” by Greg Zoch

If you are reviewing this episode with a team, watch the entire episode and then ask your group for their key takeaways and insights that they pulled from the episode. Review the takeaways below to fill in the gaps from what they picked up.

CONNECT WITH THEM WHERE THEY ARE: How often have you already decided how the call is going to go, before they even answer? You may have left seven voicemails with no returned call, and you are just trying your luck. And they ANSWER! How do you engage in that call? Are you a little on edge, because a part of you is annoyed that they did not do you the courtesy of calling you back? Are you already prepared for them to be happy, not know anyone, and not want your email? Our business is one of SINALOA – strength in numbers and law of averages – but make sure that you regard each and every person as a *person*. Greg's advice is great – make sure you connect with *them* where *they* are.

THE BUDDY SYSTEM: Have you ever read the book, “All I Really Need to Know I Learned in Kindergarten?” Great book by Robert Fulghum – but the same mindset applies here. You learned of ‘the buddy system’ when you were three years old – and Greg applies it daily to his business. Make one new buddy every day – some recruiters refer to this person as a ‘mole’. If you truly, genuinely connect with just one person a day – that’s almost 200 a year. After one year, you have 200 people that you can ask for help, ask for insights, ask for referrals – and that’s with only one buddy a day. As simple as it sounds, it can have a compounding impact on your business.

BE A CHAMELEON: People like people who are like them. This can go beyond what you'd expect – the typical adjusting of your rate of speech, tone, level of aggression, etc. Challenge yourself to find a common denominator on every phone call. You'll know when you've hit it – the entire tone of the conversation will shift. Think about when you've had a call and realized that you both went to the same high school, or vacationed at the same tropical destination, or both coach your child's sports team...you know immediately when you turn from candidate/recruiter to human/human. Make a list of questions that you can ask on every call to get to know the personal side of a candidate – and stretch to connect on every call. Questions as easy as:

- So did you grow up in (city they are now)?
- What's your vacation policy look like? When was the last time you took advantage of it? Sounds great – where did you go?
- When you aren't at work, what fills your free time?
- So you are in (city) – are you a (sports team) fan or a (sports team) fan?

HOW CAN I HELP YOU: This is one of the most simple yet profound statements that you could make to a candidate or client. Think about what Greg's saying – most people are looking for the pitch in every recruiting call. Nobody expects us to truly be in it for their best interest – so imagine the reaction if you said this: "Let me ask you this – how can I help you?" Followed by silence. Listen, and provide value accordingly.

ASK THEIR OPINION: People love giving their opinion, and it's one of the easiest ways to engage someone in an immediate conversation. It doesn't matter what you are asking their opinion on – ideally it's something that pertains to the market that will make you smarter when you are done with the call – but create a few questions that you can ask that will prompt someone to give their opinion. It's an easy way to deflect the pressure of a recruiting or marketing call, and you will endear yourself to others when you ask for their infinite wisdom.

NO TYPING: This is a great tip – no matter how you preface your taking of notes, it will distract your candidate. Nobody wants to feel like they are on the witness stand, with everything they say written in history for all of eternity. This is one of the best reasons to record your phone calls. Not only will you have the ability to review the call and type up your notes, you will be able to pick up on buying signs you missed, areas you need to dig into deeper at a later point, and red flags that may have been overlooked. There have been countless phone calls that have been reviewed that have long pauses from question to question – while the recruiter finishes typing. This reliance on typing notes interrupts the flow of conversation – so push yourself to be fully, 100% engaged on every phone call.

POSITIVE PEOPLE ARE MORE SUCCESSFUL: You've heard it before, but it's easier said than done. Work on heightening your emotional intelligence and don't be an energy suck – especially with your candidates and clients. Saying things like "wish it wasn't Monday" or "is it Friday yet?" or even agreeing with how tough the current market is – although it seems small, work on projecting a consistently positive image to your market. Instead of "I'm still working on my first cup of coffee," switch to "it's been a great morning so far! Great things are going to happen today." It sounds cheesy, but your candidates and clients want to hear that breath of fresh air – be someone that they want to talk to.

EXUDE CONFIDENCE: What's the difference between confidence and arrogance? Confidence is one of the best qualities you can have as a recruiter – yet there's a fine line between being confident and being arrogant.

- Confidence - A confident person is not afraid to make an important decision, but at the same time does not believe that they are the only person that could have the right answer. They will listen to other's points of view and take them into consideration before acting, even if their answer ends up being the correct one.
- Arrogance - An arrogant person is also not afraid to make an important decision, however they do not take into account other's views before acting. They have the unfailing belief that only they can provide the right answer, and can even become condescending towards their peers.

The commonality between the two is **listening to others**. An arrogant person might listen, but will have dismissed any differing opinion internally already. A huge part of being confident is accepting the fact that you could be **wrong**; not only can you be wrong, but somebody else could actually be **right**. This is the essence of confidence. Remember: **Confidence** is paying attention, not paying lip service.

PICK YOURSELF UP: Get yourself to do what you don't want to do, when you don't want to do it. Scott Love has a great tip to put yourself in the zone – work hard for **one hour**, then quit for the rest of the day. Work like you've never worked before – close your email, close your door, give yourself no more than 5 seconds in between each phone call, and pound the phones for one solid hour. When you are done? Go home for the day.

Of course, you all know the beauty in this – you'll be working so hard, making so much rain, that you won't want to quit after just one hour. What you will have done is put yourself in a state of peak performance – so be persistent in doing what you don't want to do.

GRATITUDE: Most of you have heard the quote “success builds character – failure reveals it.” Think about the contrary – that success might actually reveal what was underneath all along. Remember that with any success in life or in business, have gratitude to those who created the opportunity for that success. Say thank you, send a hand-written note, or buy a Starbucks gift card – the smallest tokens of gratitude lay a foundation for the future.

THE FOUR AGREEMENTS: Listed below. What do each mean to you, in both business and personal life?

- ***Be Impeccable with Your Word:*** Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or to gossip about others. Use the power of your word in the direction of truth and love.
- ***Don't Take Anything Personally:*** Nothing others do is because of you. What others say and do is a projection of their own reality, their own dream. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering.



- ***Don't Make Assumptions:*** Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness and drama. With just this one agreement, you can completely transform your life.
- ***Always Do Your Best:*** Your best is going to change from moment to moment; it will be different when you are healthy as opposed to sick. Under any circumstance, simply do your best, and you will avoid self-judgment, self-abuse and regret.

