

Big Biller Secrets

Presenter: *Jeremy Sisemore – Founder, SearchPath International of Houston*

Jeremy is President & Founder of SearchPath International of Houston. He focuses on SAP Information Technology and the Oil and Gas industry. Jeremy has been in executive search & talent acquisition for 9 years, with recognition as former Rookie of the Year with MRI in 2000. He's become nationally recognized as one of the country's leading SAP recruiters, working with Fortune 500 clients in every industry. Jeremy's cash-in has been a mixture of consulting, staff augmentation, permanent placement, and retained fees. Many of his clients have evolved into "Key Accounts" with relationships for Executive Retained Search (CIO Level), Contingency, Higher Volume RFP's, and SAP Staff Augmentation and Consulting services.

About This Segment

In this big biller presentation, Jeremy brings a unique perspective to your recruiting business. He calls the concept, "Thinking Like a CEO". He'll share the 5 key aspects of "Thinking Like a CEO" to help you take your practice to the next level.

Meeting: "Big Biller Secrets" by Jeremy Sisemore

If you are reviewing this episode with a team, break this episode into two different segments. Pause the video at 31:13 in and then resume the next week. After both meetings, ask your group for their key takeaways and insights that they pulled from the episode. Review the following below to fill in the gaps.

KEY TAKEAWAYS FROM THIS SESSION:

SCREEN MORE THAN SELL: Jeremy starts with a great point about spending time with candidates who are not ultimately a fit or going to make a move. You might spend a lot of time on your recruiting calls trying to figure out how someone fits your search – but do you ever take time to figure out how they don't? Create a list of questions to gut-check yourself on every deal.

- Is there anything prohibiting him/her from making a move in the next 60 days?
- In what areas does this candidate not fit the clients expectations?
- What family issues are going to play a part in this decision?
- What is the prime motivators for moving to a new firm, and does this new opportunity fit each one of those areas?
- What is the relationship like with the candidate and the boss?
- Has this candidate ever taken a counteroffer?
- Create your own screening questions from here...

SOLVING THE PROFESSIONAL GOALS OF YOUR HIRING AUTHORITY: This is an area that many people overlook. We spend more time asking about what the hiring authority is looking for, versus asking more sophisticated questions about what professional and personal benefit this will provide for him/her. Sometimes, the hiring authority isn't even thinking in that mindset – they are just thinking about how to get this position filled. If we can help them understand how getting the right person in this role will actually elevate their own position that much quicker, you are providing significant more value than simply filling an open seat.

PRE-SET INTERVIEW DATES: This is a theme we've heard now from almost every big biller. If your clients are confident enough in your skills and track record to give you a guaranteed time slot on the calendar, it gives you not only a higher possibility of getting candidates in process quickly, but a higher level of accountability to not let that client down. If you are not yet at this level with your clients, make this a priority. You can also use this as leverage in a give and take situation...if you do this contingent instead of retained, give me two time slots for interviews. If I lower my fee by X%, what are three time slots in two weeks that I can have for interviews?

DROP NOTHING: Jeremy talks about the importance of not dropping everything to immediately respond to a request for information. If you have a client who wants you to send a contingent agreement, ask them if it's okay with them if you wait to send at the end of the day. If you have a client who wants you to put some salary survey information together for them, ask if you can get it to them over the weekend. What you'll actually do is not only keep yourself focused on your planned activities for the day, but you'll create a protocol with your clients that you have other pressing activities and will get to theirs urgently – but not immediately.

BIG BILLERS LIVE ON THE PHONE: Not too much expansion needed on this one – relationships are built on the phone. Business is done on the phone. Big billers live on the phone – so if you ever find yourself doing too much correspondence via email, get back on the phone!

ARE YOU LIKEABLE? This may sound simple, but remember to let your personality shine through on every call. On EVERY call. Why is this easier said than done? Because we get into a routine after doing this for a month...for a year...for 10 years. Have you ever gone into a call already assuming how it was going to go – and perhaps been a little annoyed? You know they are going to say they aren't interested...they don't know anyone...send them some information. You are moved on to the next call before you've even said 'hello' on this one. Make sure that you treat each call like a true individual, deserving of your time and attention, and above all else – make someone remember you the next time you call.

CAN YOU SOLVE PROBLEMS: If you can, and you have a track record of past candidates and clients who can prove it, let that work for you. Are you fully utilizing the 'recommend' feature on LinkedIn? Do you have a list of testimonials that you attach to every email you send to a new candidate or along with a fee agreement? Have you ever asked a client to pass your business card out to their close network? Get the most out of the good work that you've done.

If watching with a group, pause the video at 31:13. Review the group's takeaways and fill in with those above.

Week 2 Meeting: “Big Biller Secrets” by Jeremy Sisemore

Resume the video at 31:13, and run until end of episode. Ask your group for their key takeaways and insights that they pulled from the episode, and review the takeaways below to fill in the gaps from what they picked up.

PHONE TIME FOR THE SAKE OF PHONE TIME: Nobody admits they do it, and it’s crazy to think about. But if you are ever tempted to stay on the phone for the sake of purely staying on the phone, pin a picture up on your computer of the thing you enjoy most in your downtime. Golf? Family? Kids? Boat? Surfing? Remind yourself that you are giving yourself less time to partake in that most enjoyable activity because of your lack of efficiency at work. Keep your priorities straight – and activity in lieu of productivity will never make you a big biller.

WORK FROM THE TOP DOWN: When starting in this business, rookie recruiters sometimes are fearful of developing relationships with more senior level individuals in an organization. If you are uncomfortable with the concept of more sophisticated, advanced conversations, become a proactive student of the game. Read a book that you can mention on the phone. Pick up a trade magazine that you can reference in conversations. Sit down with a senior recruiter and have him quiz you on financial terms and issues. Be proactive in your development!

HAVE A BACKUP PLAN: What happens if your key hiring authority or point of contact leaves the company? Are you still their primary, go-to recruiter? Make sure you are protecting yourself from losing a great client – ideally, your hiring authority will be your hiring authority at his/her new company...and you’ve still got a great relationship with the previous one.

MAKE LESS COLD CALLS: Jeff Skrentny used this same approach in his NLE TV Episode. Make a minimum of 7 reference check and warm calls each day. You will stack the odds in your favor when you call people you already have some string of connection with. It’s an easy way to start your day, and his episode can give you some further insights into using a more advanced approach to flipping a reference check call (if you haven’t already watched it).

DON’T TAKE IT PERSONALLY: Jeremy’s mindset is that you never turn him down – you just don’t know enough yet to understand why he’s the best recruiter you’ll ever come across. Can you confidently say that you are the best (type of) recruiter out there? If not, why not? What do you need to have or know to become the best?

YOU ARE THE COMPANY YOU KEEP: How many \$500k producers are you friends with? It may sound odd, but are you networking with those who are better than you – and those who are outside of your own company? There is nothing wrong with befriending other recruiters – we tend to be a little territorial and self-righteous, but if you mirror those who are more successful, you will become more successful.



UNIQUE SCRIPTS: Jeremy included some actual verbiage that he uses. His scripts are below if you would like to immediately plug in your own identifiable information and use today:

Quantitative Statements:

"I just placed the SAP Director with Textron there in Ft. Worth and understand that you're looking too add just such a person to your team. I'm probably the only recruiter in the country that knows every company in TX running SAP. In-fact, there are 37 major companies running SAP in the DFW metro area and I personally know 33 of the SAP Directors in DFW that could be qualified for this role. I firmly believe that there is NOT a better SAP recruiter to help you attract TX talent for this opportunity than myself."

Outlandish Statements:

"Will you give me 3 days to demonstrate my capabilities? Many recruiters talk a good game but fail in the delivery. Let me put my best 3 candidates in front of you by Friday at 1 PM CST and if I haven't thoroughly impressed you with my capabilities to understand your needs and deliver the right talent, I'll stop calling you and you can never work with me ever again? I realize I have to earn my stripes. All the risk is on me, what do you have to lose? Give me a shot on a pilot project to demonstrate my capabilities by working the most difficult search you have. If you're not impressed you'll probably never work with me again."

Suggestive Statements:

"Hello this is Jeremy Sisemore at SPI Houston, you've probably heard my name. I'm heavily entrenched in the SAP Market and have placed SAP professionals with over 40 Fortune 500 customers all over the U.S. I firmly believe there isn't a better full-service SAP Search Firm in the U.S."

KNOW YOUR METRICS: Other big billers have said the same – you need to know your metrics and ratios. You should know how many interviews it takes you to make a placement – and never back off those numbers. This is not a tough business – and no matter if you are a rookie or a veteran, you need to know your numbers and then follow through.