

## Big Biller Secrets

**Presenter: Kent Burns – Recruiter, Author, and Entrepreneur**

Kent is an award-winning and nationally recognized expert in talent acquisition and retention. His experience includes eight and one-half years with MRI Network, the world's largest search firm. In 2003, Kent was the Top-Producing Individual Account Executive Worldwide for MRI Network, outperforming approximately 3,500 recruiters. Additionally, he co-owned and managed one of the five highest producing offices in a network of 1,100 offices spanning 38 countries.

Topics include:

- Understanding “What is your Why”
- Discovering what people REALLY want
- Having a vision, goals, and execution of those goals
- Selling in today's environment, articulating a value proposition and differentiation
- Killer sales questions and keys to success

### Week 1 Meeting: “Big Biller Secrets” by Kent Burns

If you are reviewing this episode with a team, the first meeting from this particular episode is primarily an exercise around Kent's key point – “What is your Why”. Watch the video up until 13:43 and pause to create a list of visions and goals for each category. This is a personal exercise that can mostly be done individually – but set aside some time in the meeting to ensure everyone follows through creating their lists.

**Facilitator (start the video and stop at 13:43):**

**THE DEFINITION OF SUCCESS:** Kent states that success is having many of the things that money can buy, and all of the things that money can't buy. People want to be happy, healthy, reasonably prosperous, secure, have friends, peace of mind, good family relationships, and hope that the future will be even better than today. If you define success by one particular achievement, you will find yourself empty once you reach that goal. What does success mean to you?

**HAVE A VISION:** You cannot perform in a manner that is inconsistent with the way you see yourself. We can break this into categories, which can be adjusted based on the areas in which you categorize your life. Take some time to list your goals, but list them in the affirmative.

Marriage/Family:

I am \_\_\_\_\_  
| \_\_\_\_\_  
| \_\_\_\_\_



4965 Preston Park Blvd.  
Fourth Floor  
Plano, Texas 75093  
(214) 556-8000 - tel  
(972) 265-5330 - fax

Mental/Spiritual:

I am \_\_\_\_\_  
| \_\_\_\_\_  
| \_\_\_\_\_

Fitness/Health:

I am \_\_\_\_\_  
| \_\_\_\_\_  
| \_\_\_\_\_

Career:

I am \_\_\_\_\_  
| \_\_\_\_\_  
| \_\_\_\_\_

Financial:

I am \_\_\_\_\_  
| \_\_\_\_\_  
| \_\_\_\_\_

Other:

I am \_\_\_\_\_  
| \_\_\_\_\_  
| \_\_\_\_\_

**POST YOUR GOALS:** This is where it starts to get difficult; the more people who see your goals, the more know if you haven't yet hit them. One of the biggest things that hold people back from really stepping out of their consistent habits is the fear of failure. You are afraid to reveal your deepest dreams, because what if you don't follow through? You are afraid to set the bar high, because what if you miss? But wait....what if you don't? What if you look each day in the mirror at your billing goal, and actually achieve it? What if you see the Post-It on your computer each day that has your energy goal, and you actually hit it each day? What if you put the magnet on your fridge with your weight goal, and actually lose the weight?

Post your goals where you will see them. Others just might see them too...but don't let the fear of failure hold you back from becoming what you are capable of becoming.

**ACCOUNTABILITY:** Give someone you know and trust permission to help you achieve your goals. There may be different accountability partners for different areas in your life. Make sure your goals are measurable, so that you can evaluate your progress. You cannot track what you cannot measure.

**THE BATTLE VERSUS THE WAR:** The battle between what you feel like doing and what you are committed to doing, *must* be won by what you are committed to doing. Keep your visions in a place that you can check regularly. When you don't feel like making that phone call, take out your career goals sheet. When you feel too burned out to spend time with the kids, take out your family goals sheet. When it seems impossible to stay at the office just a few more minutes, take out your financial goals sheet. There does need to be balance – but the war needs to be won by what you are committed to doing.

## **Week 2 Meeting: “Big Biller Secrets” by Kent Burns**

**Revisit the homework from last week – how has this impacted each team member in the last few days? How can this exercise be tweaked to be more relevant? When ready, resume the video at 13:43 and watch until the end of the episode. Review the key takeaways from the list below to ensure everyone leaves with the primary points.**

**Facilitator (resume the video at 13:43 and play until end):**

**BE QUIET:** Practice the one second rule - it will differentiate you significantly. This is a common approach learned when overcoming objections, but is one whose importance is sometimes forgotten. People are uncomfortable with silence, and you can often influence situations by saying nothing at all. You will find that others, more often than not, will reverse the position they originally held.

**BRING VALUE:** This can be as easy and simple as just telling people something they don't know. This can be as fresh as information that you got from your previous call, or an article that you read this morning. This is a great tip – if you leave them smarter than prior to answering your phone call, you are ensuring a higher probability of them taking your call in the future. Again, this doesn't need to be information that's hard to come by; you talk with so many people each day who can give you the scoop, take advantage of it!

**INSANITY:** The definition of insanity is doing the same thing over and over again – and expecting a different result. Don't send the same email multiple times, don't leave the same voicemail multiple times – use Kent's tip of the “second request” approach. This won't work 100% of the time, but even if it improves your response ratios just a few percentage points, it's worth the change!

**SET WEEKLY GOALS:** Set weekly goals of your output. Not necessarily connect time, or number of new conversations – but the results that you want to achieve by the end of the week in terms of output. Think of it like number of resumes presented to a client – or better yet, number of first time interviews set up. Each day, check your progress – and if you aren't tracking how you should be, course correct earlier in the week rather than later.

**INDUSTRY TOUCH PLAN:** You will hear this from many big billers. Create a systemic approach to 'ping' your database at whatever frequency you deem appropriate. These pings can be via a live phone call, a voicemail, an email, a newsletter, a video cast, or an emailed article. Nothing replaces the phone, and this shouldn't be misconstrued as such. However, make sure that your audience knows your name and knows how to reach you. Calling once a quarter is great – but what about the 89 days in-between? If you call every two weeks, you will be a stalker – and nobody has time for that frequency regardless. But if you call in January, send an email in February with some industry information, leave a voicemail in March, call in April, send a newsletter in May...you get the point. Your contact information is never more than 29 days away, and your chances of being the go-to recruiter when someone needs you (either as a client or as a candidate) are increasingly higher.

**ASK GREAT QUESTIONS:** Some of Kent's killer questions:

- *Do you have your calendar handy?*
- *Why don't you look at the facts at decide for yourself?*
- *Yes, that's a good company - would you like to know our points of difference?*
- *Why don't you give it a try?*
- *If the interview is successful, is there anything that would keep you from making an offer?*
- *What criteria are you using to select the firm that you partner with on this search?*
- *What else is important to you that I haven't asked about?*

**METRICS:** Everyone talks about metrics, and you certainly should know yours – like how many first time interviews lead to a placement, and how many resumes need to be presented to garner a first time interview. However, since we are at the end of the year, we have something interesting to track for those of you have the ability to track your connect time.

**Your \$ Billings in 2009:**

**Total Hours on the Phone in 2009:**

**Total Number of Dials in 2009:**

**Earned per Hour on the Phone: (Billings/Total Hours) =**

**Earned per Dial on the Phone: (Billings/Total Dials) =**

These metrics can be a great tool to help you get through those small milestones in the day!

**SUGGESTED RESOURCES:**

- *Think and Grow Rich* - Napoleon Hill
- *The Sales Bible* - Jeff Gitomer
- *Million Dollar Habits* - Bryan Tracy
- *Top Performance* - Zig Ziglar
- *How to Get Rich* - Donald Trump