

Big Biller Secrets

Presenter: Michael Pietrack, www.TheMSLRecruiter.com

Michael Pietrack is a top recruiter in the Medical Science Liaison space in the highly competitive Pharmaceutical industry. Michael is recognized as one of the biggest billers in a worldwide recruitment network, and has been in the top-five of the network for the last three years. In 2013 he was #1 Worldwide Recruiter in this network. In 2014 he cashed in over \$2.1M as solo producer and inducted into the Pinnacle Society. Michael is a true specialist and market master, and today, he is going to share some best practices to how he has reached his \$2M in one year achievement.

In this session, Michael walks us through strategies that have helped him grow the awareness of his brand, and you'll leave this presentation with many easy-to-implement ways to bring value to your market and differentiate yourself from your competition.

Meeting: "Big Biller Secrets" by Michael Pietrack

If you are reviewing this episode with a team, watch the entire Episode. Use the notes below to implement the best practices provided.

(Facilitator): Are you the Nike of recruiters? That's what our checklist will help us become today – in addition to time spent on the phone and in front of our market face to face, this checklist will help us work towards capturing the top-of-mind awareness of candidates and clients in a specialty area through branding.

For Michael, value and differentiation are the foundation to creating a brand that is worthy of top-of-mind awareness.

- Are the right people finding you? What is your headline? How can you adjust it so it helps you get found by more candidates and clients? Edit your headline and select your industry as the industry in which you search, not necessarily the "search and staffing industry."

What changes need to be made in your headline? _____

- Create a touch plan for LinkedIn - a strategic and systematic way to stay in front of your clients and candidates using a variety of touches. Keep in mind the Three R's: What is Recent - What is Relevant – What is Repeated.

How often do you want to post on LinkedIn? Be specific: _____

What subject matter is relevant to your audience? _____

What is your plan in terms of how can you create buoyancy? _____

Using Michael's suggestions as starting points, what specifically will you post (quotes, blogs, news articles, job alerts with videos are examples)? What will make you stand out and brand who you are? _____

- Create a LinkedIn Group. Post all (or nearly all) the positions you work on – all designed to burn your brand into your market.

Pick a name that resonates with the perspective of your candidates and clients:

Pick who is in and who is out: _____

Ask candidates and clients to reply privately to any posts.

What is your content development plan: _____

Increase your growth by:

- Verbally inviting those who aren't in the group while you are on the phone with them. For every unsolicited person that connects with you on LinkedIn, thank them and invite them into your group.
- Promote your group once a week in your information stream.
- Send out a bulk email through your database promoting the group.
- Export your 1st line connections and then invite each person via the group's invite function.
- Have a link to your group in your email signature, on your company profile page, and on any marketing collateral you send out.