

## Strategies to Get \$250,000 Clients

**Presenter: Mike Gionta, Founder of The Recruiter U**

Mike Gionta is Founder of The Recruiter U. While he still actively owns and operates a multi-million dollar search firm, Mike began The Recruiter U to provide training, coaching, and consulting to recruiting firm owners and show them how to properly hire recruiters, retain them, and grow their businesses. He works with search firms in analyzing their current operation, and then implementing systems and strategies that make recruiting revenue predictable and consistent. Mike is published frequently in The Forgyce Letter, Employment Marketplace and EMinfo, and is a trusted recruiting industry speaker at The Forgyce Forum, NAPS, MRI, GRN and numerous state associations.

### **About This Presentation**

In this presentation, entitled “Strategies to Get \$250K Clients”, Mike shares his thoughts of the mistakes recruiters make to prevent them from acquiring GREAT clients, and the solutions and steps to land GREAT accounts.

### **Meeting, Week 1: “Strategies to Get \$250,000 Clients” by Mike Gionta**

**If you are reviewing this episode with a team, break the Episode into two meetings. Pause the video at 27:00 and go through the exercises below. Resume Week 2’s meeting at 27:00 and watch through the end of the video, using the additional exercises to expand on the content Mike discusses.**

**Facilitator (pause the video at 27:00):** Great clients are made, not found! How we present ourselves, how we articulate our process, and how we educate them on “why us” all shape the relationship with a client. We are less of a victim than we sometimes like to think we are in difficult client scenarios! Let’s start by talking about some of the common mistakes that Mike has seen other recruiters do, which in turn prevents them from growing great clients. Mike makes the statement that their perception is their reality, whether you agree with it or not. If that is the case, discuss further each of the following scenarios; how can you take standard pieces of the placement process and change up your language and terminology?

**Instead of:** *“What do you need to see in order to determine that a successful hire has been made?”*

**Replace with:** *“Imagine you’re walking down the hall with your new hire on their anniversary of their first year with you. What needs to have happened that you feel compelled to put your arms around them and think ‘you did AWESOME?’”*

Your response that doesn’t sound like other recruiters: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Instead of:** *“What are the primary duties and responsibilities someone will hold in this role?”*

**Replace with:** *“To accomplish these things, what skills do you need them to possess right now? Which ones can you develop based on your strengths as a leader, and which ones do they have to come to the table with?”*

Your response that doesn't sound like other recruiters: \_\_\_\_\_

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**Instead of:** *“We only bring you the best and most qualified candidates based on what you say you are looking for when we take a search assignment.”*

**Replace with:** \_\_\_\_\_

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**Instead of:** *“What are the most urgent and critical needs that you need filled?”*

**Replace with:** \_\_\_\_\_

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**Instead of:** *“We thoroughly screen and reference check all of the candidates we present to you.”*

**Replace with:** \_\_\_\_\_

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**Instead of:** *“I saw you had an open position and feel strongly that I could send you some solid candidates once we have an agreement in place.”*

**Replace with:** \_\_\_\_\_

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**Instead of:** *“We only work on an exclusive basis – it's not that we won't compete with other recruiters, it's just that we have found that we get the best results when we are able to cover the market completely on your behalf.”*

**Replace with:** \_\_\_\_\_

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## Meeting, Week 2: “Strategies to Get \$250,000 Clients” by Mike Gionta

If you are reviewing this episode with a team, break the Episode into two meetings. Resume Week 2’s meeting at 27:00 and watch through the end of the video, using the additional exercises to expand on Mike’s content.

**Facilitator (resume the video at 27:00 and watch through the end):** Mike shares the secret for success in landing million-dollar clients – are you ready to implement, or go back to your normal course of business? Mike understands that this will take some work to implement, but can make a career-changing impact on your relationship and expectations with clients! The bottom line is this – how do you explain your process to a client? Can you do so in a way that opens their eyes to your unparalleled ability to solve their problem? Think of the landscaping illustration that Mike used. How can you have the same impact on your hiring managers that this horticulture expert had on Mike? If you need Mike’s script for selling the search process in a way that resonates with hiring managers, use as a starting point to modify and create your own:

*“Let me give you a quick overview of what this process will look like. I’m going to put together a list of (# number of people – and you must have a good estimate of what a viable and realistic candidate market looks like in your space for this type of position) which we compile along with the help of our research team. We will call every one of those people, and we may leave up to seven voicemails for some of them. Some of them may never call us back, even after seven voicemails – and what that tells us is that they truly are not going to be interested.*

*Of the (# of individuals) who do call us back, some of them may be calling just to kick tires, some may have just changed jobs, some may not be interested, some may be interested but simply not qualified...but if we’ve done the entire process right, what we come down to is a short list of three to five individuals who are the top of their game, we understand the few triggers that make sense as to why they are open to a change now, and if we do our job properly – the toughest decision you’ll have to make is knowing which one of them you are going to hire.*

*By the time the search is done, we’ll have made over 1,000 (adjust if the number is higher or lower for your niche) phone calls, and for us to execute on that, it will take an investment on your part of 28.75% of an individual’s first year’s total identifiable compensation and an initial deposit that is fully credited to the back end of the search for \$7,000. What do we need from this point forward to make this happen?”*

**(Facilitator):** We’ve all heard the statement “don’t be afraid to walk away” – but Mike makes a great point with this closing technique. Don’t be afraid to walk away – but tell the hiring manager why you are doing so! Make sure to always speak in terms of what is important to the hiring manager. This is not the time to express *your* needs or *your* wants. In order to influence others, you’ve got to look through the lens of what is important to them. What will solve their problems? What will make their life easier? What motivates them? How are they motivated or evaluated? Again, use what Mike provided to create your own “take-away close” to turn a client down in a way that they understand:

*“I appreciate you spending the time with me that you have, and obviously I failed to convince you that there’s a slightly better way to approach this solution to your problem. Because of that, there is a disconnect between the way you want your services delivered,*

*and the way I successfully deliver them for my clients. I also fully respect that it's your company, you get to call the shots, and I'm the one that's failed to persuade you that there's a better way to approach this. Based on that, I'm going to respectfully pass.*

*I'm not going to submit candidates at this time, and let me defend why. Let's pretend you and I have never talked before. We had a great conversation up to this point, and I go out and put together a short list and submit one individual, or two individuals, or perhaps nobody. You and I then have this same conversation again in six months. Is it possible that in the back of your mind you think "Why would I give Mike an exclusive, when I gave him an assignment six months ago and I never really saw anybody?"*

*That's exactly what's going to happen, and I'd rather do it the right way MAYBE someday."*

**(Facilitator):** Once you've successfully completed a search, what do we do to make sure that success begets success? Mike points out that this final step of creating a Case Study takes time, which is why most recruiters ironically won't do it! It's one of the best ways to turn a first-time client into a repeat client. Know the metrics of your search, and take the time to create a brief one or two page case-study for your hiring manager. The type of information you could include can be as follows:

What was the date you took the assignment, and what was the date the first interview was set up?

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What was the length of time between the date you took the assignment and the start date of the candidate? \_\_\_\_\_

What went well on the search? \_\_\_\_\_

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What did the marketplace have to say about the company and/or the opportunity? \_\_\_\_\_

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What was the perception the candidates had of the company throughout the interviewing process? \_\_\_\_\_

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What feedback can you share to improve the entirety of the hiring process with future searches/hires? \_\_\_\_\_

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