



## The 7 Assumptions Recruiters Make That Significantly Inhibit Their Success

**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 “7 Assumptions Recruiters Make That Significantly Inhibit Their Success – and How to Overcome Them.”, Mike shows how to become more consultative by conducting in-depth diagnosis for your client, how to stop “pitching” your prospects and telling them what you need, and to progress in developing mutually beneficial client accounts.

### **Meeting: “The 7 Assumptions Recruiters Make” by Mike Gionta**

**If you are reviewing this episode with a team, watch the entire 40 minute segment. Upon completion, reflection and review is critical for effective implementation of Mike’s message. Ask team members to spend some time answering the questions below, and either share with an accountability partner or with the entirety of the team.**

**Assumption #1:** *“I sound different than every other recruiter out there”.* Mike encourages us to become consultative – stop pitching your prospects, stop checking in, and stop saying the same thing that other recruiters say! Mike shares some specific examples:

*“Our fee is (not a round percentage). We’re quite scientific in the way we have built our firm, and have done time and motion studies here in the office to determine how much effort, time and resources we need to invest in this search to give you a portfolio of outstanding talent to select from. Based on the fact that the talent pool is getting smaller and smaller, and our effort to combat that requires more effort we’ve put together a fee that covers our investments with a fair profit margin on our end.”*

*“What are the critical success factors you need to see in their background that will scream at you that this is the right person?”*

*“My candidates will call me back right after the interview. If we delay feedback to them, they often begin the process of mentally checking out and it becomes HARDER for you to get them later. They fear rejection, and therefore begin to remove themselves mentally in order to protect themselves from that rejection. Based on this can we agree to exchanging feedback on the phone within 24 hours of the interview?”*

*“Is it your perception that using three recruiters to fill the search will increase your chances of filling the position by 300%?”*



What will you do to avoid Assumption #1 within your own practice? \_\_\_\_\_

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**Assumption #2:** “All I need to do is focus on making placements, and I’ll make more placements.” Mike reminds us that you can’t control placements, but you CAN control your activity every day and every week. By doing this, you can control your income. There is a precise amount of activity that when done daily, weekly and monthly will insure you hit your financial target for the year. Build a precise formula to hit your revenue target, and focus on controlling yourself – nobody else!

What will you do to avoid Assumption #2 within your own practice? \_\_\_\_\_

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**Assumption #3:** “If I stay on the phone 3-4 hours a day, I’ll be successful!” In addition to a high volume of market connectivity, track the volume of recruiting and marketing presentations as well as first time interviews. In the beginning, quantity should be a higher priority than quality, because it leads to higher quality. The shorter path to maximized quality is in maximized quantity. Quantity is measured by time in the market; quality is achieved by presentations and interviews.

From *Art and Fear* by David Bayles:

*The ceramics teacher announced on opening day that he was dividing the class into two groups.*

*All those on the left side of the studio, he said, would be graded solely on the quantity of work they produced, all those on the right solely on its quality.*

*His procedure was simple: on the final day of class he would bring in his bathroom scales and weigh the work of the “quantity” group: 50 pounds of pots rated an “A”, 40 pounds a “B”, and so on.*

*Those being graded on “quality”, however, needed to produce only one pot—albeit a perfect one—to get an “A”.*

*Well, came grading time and a curious fact emerged: the works of highest quality were all produced by the group being graded for quantity. It seems that while the “quantity” group was busily churning out piles of work—and learning from their mistakes—the “quality” group had sat theorizing about perfection, and in the end had little more to show for their efforts than grandiose theories and a pile of dead clay.*

What will you do to avoid Assumption #3 within your own practice? \_\_\_\_\_

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**Assumption #4:** *“I don’t need to track my numbers because I have \_\_\_\_\_ years of experience!”* Every large company has defined metrics so they can forecast revenue. Because of these metrics, they can predict revenues months in advance much more accurately than if no metrics were tracked or accounted for. To replicate that kind of predictability within a recruiting firm, you must understand your own ratios. Give yourself the gift of certainty, and track your ratios and then set daily activity goals based on those ratios.

What will you do to avoid Assumption #4 within your own practice? \_\_\_\_\_

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**Assumption #5:** *“I’m done taking the search when I get the requirements and clear my fee.”* Wrong! Discuss what the interaction will be once you start finding candidates. Don’t set yourself up to be frustrated with clients who don’t get back to you, or don’t abide by your desired process! Discuss these protocols at the end of your search assignment, once you’ve properly diagnosed the problem and recommended your solutions. Make sure they understand the benefit to them!

*“Once we get to a short list, each individual will have been assessed by me for between 45 and 75 minutes as it relates to the specific qualifications you just gave me. You don’t have to interview everyone I send over but I ask you to promise me you will allow me to defend why I sent any candidate you don’t want to interview over. If after that brief conversation, you still don’t want to see them, I will back down. Is that fair?”*

*“Great, so I have your commitment you won’t screen out the talent I send you without us discussing your reasons first?”*

*“I am dealing with passive candidates who many times are initially intrigued about your opportunity, but have questions we did not anticipate. The longer the turnaround time after I get them initially intrigued to when I call them back – if getting an answer takes days or weeks, I can’t guarantee that we can get the type of talent you want to interview.”*

*“My candidates will call me back right after the interview. If we delay feedback to them, they often begin the process of mentally checking out and it becomes harder for you to get them later. They fear rejection, and therefore begin to remove themselves mentally in order to protect themselves from that rejection. Based on this can we agree to exchanging feedback on the phone within 24 hours of the interview?”*

What will you do to avoid Assumption #5 within your own practice? \_\_\_\_\_

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**Assumption #6:** *“Something is better than nothing – and/or the customer is always right.”*

Sometimes nothing IS better than something! You might find that the companies who need you are those who have paid lousy fees with lousy processes. They are frustrated because they have seen weak candidates (or no candidates), have no accountability, and are not satisfied with their current talent acquisition. It’s their fault, but they don’t know that early on. Working with them only exacerbates the problem unless you can show them a different and more effective solution.

Mike shares a script for easing a reluctant client into a graduated fee system:

*“We will execute this first placement at 20%. You can experience my process, and I’ll take the financial hit. The second placement will be at 22.5%, which will allow you to receive an additional demonstration of our services. The third and subsequent will be at 25%. You are not signing a three position agreement; if you don’t want to use us for assignments, that’s acceptable.”*

What will you do to avoid Assumption #6 within your own practice? \_\_\_\_\_

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**Assumption #7:** *“I will be happy/have fun/relax after I become successful.”* There will always be another transition just around the next bend; even if we’re not enduring a major life transition, life itself is a transition! One hindrance to appreciating the present is the idea that we have to reach a goal or milestone before we are allowed to do what we enjoy.

According to author Shawn Achor and his book *The Happiness Advantage*, most people believe that once they are successful, then they will be happy. However, based on recent discoveries in the fields of positive psychology and neuroscience, that formula for happiness is wrong. In fact, it’s backwards. It turns out, happiness actually fuels success, not the other way around. And when we become more positive, our brain becomes more engaged, creative, motivated, energetic, healthier, resilient and productive.

Set activities that allow you to look forward with anticipation to those activities. Spend money on doing things instead of buying things; experiences produce longer-lasting positive feelings than new things. Exercise a signature strength, or commit conscious acts of kindness – just a few examples to give yourself the happiness advantage!

What will you do to avoid Assumption #7 within your own practice? \_\_\_\_\_

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