

Hypnosis Prognosis

Presenter: Neil Lebovits, President & Founder – The Dynamic Sale

Neil Lebovits, CPA, CPC, CTS, before taking the industry by storm as a trainer, was a global president for Adecco, the world's largest Staffing & Recruiting Firm, where he sat on the global executive team. Previously, Neil was the President and COO of Ajilon Professional staffing for North America, where he oversaw over 100 offices. Neil has done it all in the industry: Permanent & Temporary Placement, Sales, Branch Management, Regional Management, COO & President. He founded his industry training & development company, www.thedynamicsale.com, in 2009. Neil shares the secrets & systems that he has developed and harnessed while working himself up over his 20+ years in the industry. Neil has also been a renowned leader, motivator, trainer and speaker. He has been featured countless times on Bloomberg TV, CNN, ABC news, CNBC and NY1. He has appeared in the Wall Street Journal, Fortune magazine, Smart Money and more!

About This Segment

Neil dives into the REAL methods to close the deal by understanding the psychology of selling and human nature. He'll cover the power of hypnotic selling with power, persuasion techniques, conversation and exclusivity.

Meeting, Week 1: “Hypnosis Prognosis” by Neil Lebovits

If you are reviewing this episode with a team, break this episode into two different segments. Week 1's suggested viewing schedule and exercises are below.

Facilitator (begin the video and pause at 14:05): Let's take what Neil has just covered and apply it to our business. If our candidates and clients respond to emotional selling, how can we better use that in our day to day operations? People buy based on emotion, and then later justify and reinforce that decision based on logical facts. How can we better emphasize the emotional facets of our job orders? Make a list of the common features that you sell to a candidate (use this to get started):

- Company is in a small town/big city
- Company is an old, established firm/new start-up
- Boss is a legend in the industry/new up-and-comer
- What else do you sell to your candidates?

Now let's break that down further, and start to understand the emotions that we can tie into each of those:

- Company is in a small town
 - There is an incredible quality of life and balance – you can get out of the grind and the rat race
 - More than likely you'll have a shorter commute, less time in traffic, and more time to enjoy anything other than being in the car
 - More than likely you'll be able to live on a larger piece of property with more room to spread out
 - In suburbs or smaller towns, schools tend to be better
 - Typically there is a lower crime rate which is important to families

- Company is in a large city
 - In large cities, there is exposure to many activities that you wouldn't have access to in a small town - churches, restaurants, urban and rural living, symphonies, museums, Broadway shows, sporting teams, hotels, conventions, local attractions based upon specific city.
 - Mass transit is better which would allow you to get work done on the commute, and relax when you get home instead of taking work home with you
 - Property values increase faster which helps in your property investment, and there's more housing choices.
 - Access to a major airport with direct flights, which is great for those with children in college or who have moved away from home.
 - In a larger city, there is a greater opportunity for the spouse to find a good career
 - If you are young, there is a vibrant social scene in larger cities. There are typically several areas within a large city that are where the younger crowd lives and dines – which could give you access to a great nightlife and social scene.

Continue to build out this list for the features that you have listed on your own. Make sure that once you understand any emotions that one would feel when experiencing that feature, you incorporate into your daily presentations to candidates. If you have time, build out this same list from the client side as well.

Facilitator (resume the video and play until end of the first half): People are sales savvy, so even while listening to this presentation you can imagine sales people that you've interacted with that have taken this a little far. However, you've probably also interacted with sales people who have perfected this art so well that you never even realized that they were selling you at all. People want what they can't have! If scarcity is a motivating factor, how can we create some competition between our candidates and clients? It's important to not be deceptive or misleading, but instead create an atmosphere of competition.

What are some ways that we can create a feeling of **scarcity** with our clients? Start with this list and build out:

- *I'm not sure that I can get him/her to come in and meet with you, but if I can – when do you want to meet with him/her?*
- *This is definitely a passive candidate, and you need to put yourself in selling mode if you want to land him/her. With some people, you need to attract first and screen second, and that is the case with this person – landing him/her isn't going to come easy. They have a lot of choices and a lot of options, so let me share with you some of their hot buttons as to why they will want to join your company.*
- *I'm going to give you first right of refusal before I open it up to the rest of my team internally – but I need to be fair to them as well. If I send you his/her information while we are on the phone, is there any reason you can't get back to me by close of business today?*

Continue this exercise with questions and statements you can make to your candidates to create scarcity. Remember to make sure they know that **any** job is hard to land, and that they are not a perfect match, a bulls-eye, or a shoe-in.

- *I'm not sure I can get you in the door on this one; I can probably get you an interview, but here are the things they are going to need to work with regarding your background/experience (give some valid reasons, even if miniscule - always try to find something you can bring back to the candidate to have them come back to earth):*
- *Share some stories about other candidates who want in on this opportunity or are currently interviewing. You can help your candidate by explaining how to position himself/herself above the competition – it's good for them to know there's some competition!*

The Law of Reciprocity means to give and take mutually; to return in kind or even in another kind or degree. You may have heard the Law of Reciprocity expressed as: *"I'll scratch your back if you scratch mine."* The law of reciprocity, which applies in every culture on the earth, simply explains that that when someone gives you something you feel an obligation to give back. How can you use this with your candidates and clients? Use Neil's list and continue to build with additional ideas that would work for your office and team:

- Offer to help out a candidate with his/her resume, or even your client
- Email your interview prep packet to a candidate whom you cannot help
- Do a free assessment of the hiring process in your client company
- Provide great articles, websites, surveys, etc to your candidates and clients
- Create a quarterly newsletter with compensation information or other vital information
- Send a gift card to someone who gives you a referral you end up placing
- Do a thorough prep for the interview with both your candidate and client
- Have your candidate do something for your client – send them an article based on what they talked about in the interview

Week 2 Meeting: “Hypnosis Prognosis” by Neil Lebovits

Recap any additional exercises or homework that were created from last week’s video. Resume the video where you left off last week (the beginning of the second half of the video), and pause at 11:58.

Facilitator (start the second half of the video and pause at 11:58): Neil brings up an interesting commentary regarding the concept of **social proof** and **compelling evidence**. People are more persuaded by what **others** do or think than what **you** or **they** do or think. If this is indeed the case, it would behoove you to share a story that helps you communicate how others feel in similar situations. The best way to do this is through testimonials!

First step – how do you get testimonials? Check the box of at least one approach below that you commit to implementing over the next week. Add your own in the free boxes if you have others that are relevant!

- Look at the last dozen placements that you have made. Email each client and ask them to write a brief testimonial on their experience working with you and your firm. Be specific when asking for a testimonial – do you want them to comment on the caliber of candidates you presented? Efficiency of the search? Impact your candidate brought immediately? Accessibility to the recruiter? Make it easy for them to give a specific testimonial.
- Look at the last dozen placements you have made and reach out to each candidate. Ask for a testimonial on their experience working with you and your firm. Again, be specific – do you want them to comment on how prepared you made them for their interview? How well you listened to what they were looking for and matched accordingly? Candidate feedback you gave them? Ease of transition into the new opportunity because of your incredible guidance?
- Look at the last dozen placements you did NOT make. Those candidates who turned down your offers (yet you still treated with respect) will still feel as if they owe you for the time you put into the search. Reach out to them and ask for a similar testimonial to the one above – but give different specifics. Knowledge of the marketplace? Complete objectivity to their career? Did what was in their best interest, not yours?
- Invite those clients who have the ability to create a short video to give a video testimonial on your behalf. These are a great unique way to communicate that changes up the norm!
- What else would work for you? _____

Second step – what do you do after you get your testimonials? Check the box of at least one approach below that you commit to implementing once you start to compile your testimonials. Feel free to add your own in the free boxes.

- Create a document with all testimonials compiled, and attach to every initial recruiting or marketing call you make.
- Add to a section of your newsletter and update with a new testimonial each time you send it out.
- Update your firm's website with a section that lists all testimonials from candidates and clients.
- Create a hyperlink on your email signature that says something along the lines of "To read what your colleagues are saying about our firm, click here" with a link to your testimonials on website or LinkedIn profile.
- What else would work for you? _____

Facilitator (resume video and play until the end of the video): There are several key takeaways here as we sum up. First, Neil talks about how important it is that **what** you say matches **how** you say it. Congruency. Conviction. Sound excited, sound confident, and never sound like you are on auto-pilot, no matter how many times you've delivered the same message. When are we most likely to sound like a robot? When leaving voicemails, delivering your 30 second commercial, or presenting your same recruiting pitch. Even if you are brand new in this recruitment world, if you are more convicted than the competition - you'll be at least a step ahead. The best way to test this is to simply listen to yourself. Your homework tonight is to call your voicemail at the office and leave yourself either your voicemail, commercial, or recruiting/marketing pitch (or all three). In the morning, listen to your recording. Better yet, have someone else listen and give you feedback. Evaluate yourself on a variety of elements – how was your pitch? Conviction? Did you sound *too* excited? Did your tone match your words? Were your words any good?

Last takeaway - people like people who like them. Your influential ability is impacted by how much people like you – which can be impacted by how well **you** show you like **them!** How can you use this in your conversations? Find three things about any individual you are speaking with that could be impressive, and expand on them! *"That's really interesting – tell me more about that"* or *"I've always been interested in getting into that – how did you get your start?"* Do this to both your candidates and clients, and between both your candidates and clients!