

THE \$210,000 PLACEMENT FEE

I'll never forget about my biggest fee, just like any recruiter. But what I thought was a whopper of a fee pales in comparison to the one I heard about when I was doing training for a client in Florida. The owner of the sixteen-person search firm, my training client, shared with me what it was like to close his biggest fee ever: a \$210,000 placement fee.

Probably the biggest lesson he shared with me confirmed how important emotion management is in our wacky business: "I knew not to get too excited once it started getting closer to closing. And even after that I knew not to get too caught up in it because things can always fall apart at the last minute."

The concept of managing emotions is critical to avoid the ups and downs of our unique industry. If you've been a recruiter for at least a day, you've probably figured out that it's an emotional business. In fact, you can experience every single human emotion in the course of a day when you work a desk.

Here are five tips to staying off the wild ride of the emotional roller coaster and maintaining your sanity:

1. Understand that your self image is not based on what you bill. This is heresy among some folks in our industry, but you are not what you produce. Your self worth is not dependent upon success or monetary achievement. If it is, then you will lose focus and lose balance on what's really important and find yourself alone in the twilight of your career singing, "Is that all there is?" Stay grounded and never forget where your strength really comes from.
2. Know that all deals can fall apart at any time, at any part of the process, no matter how nice the players are in the game and no matter how good your relationship with them. "I give you my word, Scott, I'll never take a counteroffer. I swear to you I will not." Guess what, Ronnie the candidate took the counteroffer when his employer flashed the prospect of a big fat raise and when his spouse pressured him to take it. You never really have total control of the candidate so don't get deluded into the 'candidate control' myth. Recognize what variables you can control and master those, and influence the ones that you cannot.
3. Keep your funnel full and draw a line and mentally shove this deal which seems to be closing to the side and don't even think about it except when you need to work on it. Work on the new business and the new candidates and the new interviews. Does it really matter if one deal falls apart when you have seven more in line? Do you think you will relate differently to the candidates and clients if you don't sound so desperate?
4. Do what you need to do to properly close the deals and keep them closed. (I have an audio resource on this part of the process. If you are interested email me and I'll email you back the details, scott@scottlove.com.)
5. Just like Scarlet said, "After all, tomorrow is another day." Things fall apart? Now you have rock-solid information on yet one more way how not to close a deal. Leverage this incident to make a buck off of it. Edison always looked at his failures as educational experiences. If he didn't then you would probably be reading this by candle light. Never forget that your success in this business is a derivative of your service to others, and just like my training client who made this incredible fee, he earned every penny of it in the value that he provided to his client.



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