

Big Biller Secrets

Presenter: Joe Hunt – Managing Partner, Hunt Executive Search

Joe Hunt is a Managing Partner and Americas Regional Director of Hunt Executive Search and IRC Global Executive Search Partners. Joe has had an extremely successful career in both management consulting and the executive search & recruiting business for over 20 years. As an actively engaged Partner in the business, he continues to personally conduct searches and has successfully completed more than 500 assignments globally.

Prior to starting Hunt Executive Search, Inc. in 1988, Joe was “Rookie of the Year” and subsequently a Top 1% producer with two of the largest global search firms. His work has focused at the C-Suite, Division President, General Management, and EVP/SVP/VP level functional leadership in Sales, Marketing, Product Supply, Manufacturing, R&D, Finance and Human Resources. As an industry expert in executive, professional, and technical search, Joe is frequently a keynote speaker at industry events. He has been quoted on multiple media’s including USA Today, Wall Street Journal, Business Week, Fortune and many of the Consumer Goods and Life Science industry association publications. Joe is a certified behavior and values analyst as well as certified in TriMetrix HD. He has authored and published dozens of articles on topics in management, human capital, personal/professional development and leadership related topics.

About This Presentation

In Joe's presentation, he shares how he got started in search, his transition to the Market Mastery model of the search business, how he continues to build his practice, and much more.

Meeting: “Big Biller Secrets” by Joe Hunt

If you are reviewing this episode with a team, watch the entire Episode. Use the notes below in both weeks to identify the gaps between knowledge and application.

COMMITMENT: Between 2000 and 2008, Joe did not bill less than \$500K and in three of those years he personally produced more than \$1 million. Since 2008, Joe has not billed less than \$1M. In 2011 he billed \$1.5M, and in 2012 he personally billed \$2M. In the first quarter of this year, Joe has billed and cashed over \$750K and is on pace to bill over \$3M this year. It is evident that Joe invests in his personal development, in his market, and in his process.

What differentiates Joe and Hunt Executive Search from his competition?

That is the question. Joe shares that Market Mastery, exceptional service levels, a consistent and deliberate process and the ability to add measurable value for your clients are merely table stakes. You’ve got to have them to even step up to the poker table! Beyond the price of admission, what has allowed Joe to have the scalable success that he has had?

The following is his formula – what are you not yet doing that you could? Whether you are an owner or a recruiter, it is everyone’s responsibility to take control of the opportunity to outperform the competition. What can you do with your clients and candidates to prove, time and time again, that partnering with you is an investment and not an expense?

- **High-Touch Newsletter**, including Featured Articles, Industry News, People on the Move, Industry Events, Featured Searches, and The Hunter's Horn
- **Trade Association and Industry Engagement:** Make the time and the financial commitment to join the most relevant trade and industry associations in your niche, and invest in committee work in service to the industry you are a part of
- **Search Process Transparency:** Clients can log in and see the details of their search 24/7, allowing them the opportunity to see who has been spoken with, they can add comments, and interact with the search process.
- **Job Model:** Take the time to assess the problem that is trying to be solved with this hire. Don't assume that the role the client thinks they need is the right role for them to hire – ask insightful questions to collaboratively build a job model with the client instead of taking a search assignment or spec.
- **Hiring Plan Meeting:** Set an appointment with all key decision makers to go over the Executive Summary, the target source list, candidate profile, project plan, and calendared timelines.
- **Demonstrate Deep Selection Competency:** Offer each client an Interview Guide and thoroughly train them on how to conduct an interview that gathers all the answers to important questions and accumulated information. Are you viewed as the interviewing expert by your clients, or someone who sets them up with candidates?
- **Accountability Performance Scorecard (APS):** This required tool allows candidates to put in their own words “why them” and is a differentiator in the process for individuals represented by Hunt Executive Search. It can also serve as a litmus test for a candidate's motivation to pursue other opportunities.
- **Weekly Status Calls:** Clearly define and mutually agree on performance milestones that include timelines and Joe submits a written report every week. If necessary or desired, payment terms can be tied to these performance milestones and create a clear progression for the search process.
- **Executive Search Announcement:** Hunt Executive Search does everything possible to make sure the search goes “viral”, and send out an electronic announcement to a targeted group of individuals. This requires them to know their market intimately in order to know who deserves to receive the Announcement.
- **References:** Every candidate is required to provide ten references prior to being submitted to a candidate. He commits to not calling any of the references without permission, but reference checks are an ideal source of candidate referrals and business development opportunities, so Joe makes sure to gather ten from each candidate who is desirous of moving forward for candidacy.
- **Compensation and Relocation Questionnaire:** To avoid issues during the final stages of offer and acceptance, Joe has each candidate fill out a detailed questionnaire regarding all of the granular details of compensation and relocation. There are so many small details and questions that must be covered in this area that having the candidate sit down and think through all details is more effective than simply covering on the phone. If you need a comprehensive list of questions, review the NLE Foundation Training Program – Modules 16 and 18 for a pre-closing checklist of questions.

- Candidate Interview Process:** Over the course of two separate conversations, Joe spends anywhere from an hour to two hours assessing the candidacy of an individual. His mission was to be a trusted advisor for his clients – he is committed to making sure he is aligning the right individual with the right organization. With a two-year replacement guarantee, the time he invests on the front end is essential – not only to make the right match, but to earn credibility and trust with his clients.
- Conduct a 360° Survey:** This survey is given to both hiring managers as well as candidates who did not get selected by the client (with the intent of making an indelible impression on that candidate). This is the opportunity to receive constructive criticism as well as referrals and recommendations – it makes all parties feel like they are being “heard”! This survey, for the client, includes the bottom line question of how likely the client is to recommend and refer the firm to others. This is the most important feedback!
- Case Study:** Success begets success. Joe uses case studies as a way to prove their competence, expertise, and success. What do you currently do to maximize the opportunity for a successful search to be heard throughout your industry?
- Two-Year Replacement Guarantee:** How confident are you in the results you will deliver?
- Video Conferencing:** Joe uses Go to Meeting and WebEx to maintain a personal connection with candidates and clients. A voice over the phone is one thing, but video conferencing helps establish a much stronger connection and relationship in the long run.

WORK ETHIC: Having a strong process and strong relationships with clients is one thing – having an unparalleled work ethic is another. Below are Joe’s personal metrics for success – how do yours compare?

- Works 50 – 60 hours per week
- Nets 4 to 6 hours of market connect time daily
- Plans weekly, including set appointments with clients and candidates
- Take MPC’s to market constantly (as “vehicles” to be a talent scout - \$400K of Joe’s production in 2012 was from MPC’ing candidates to future clients)
- Make a minimum of one proactive marketing call every day
- Attends numerous seminars and continuing education programs each year
- Reads at least 20 books per year
- Reads or scans the Wall Street Journal every day
- Reads or scans the top trade publications every month
- Watched every single Next Level Exchange Episode ever released – some multiple times
- Has been certified in industry-relevant tools including TriMetrix HD, Myers Briggs, and Lominger Leadership Architect