

Big Biller Secrets

Presenter: Nancy Estep-Critchett, Founding Partner of Blue Rock Search, a member of the Sanford Rose Associates® Network of Companies

Nancy Estep-Critchett is a founding Partner of Blue Rock Search, a member of the Sanford Rose Associates network of offices. Nancy has more than twenty years of experience as a business advisor and executive recruiter in the franchising industry. With direct engagement in all functional areas including Franchise Sales, Real Estate and Construction, Operations, Marketing and International Development, Nancy has placed more than 400 C-level and Director level candidates.

Prior Blue Rock Search, Nancy was the first employee at one of the most widely recognized firms specializing in franchising in the 1990's. She managed the research function and then moved into partnership, then ownership in 2003. Nancy is also the Founder of Source First Incorporated, a Sarasota, Florida based business specializing in franchise sales and consulting and Founder of Franchise Resales LLC, a service company specializing in reselling franchises.

In this big biller presentation, Nancy shared 5 tips to make you a more successful recruiter and happier while doing the work.

Meeting: “Big Biller Secrets” by Nancy Estep-Critchett

If you are reviewing this episode with a team, watch the entire Episode and ask your group for their key takeaways and insights. Review the following below to fill in the gaps.

PAIN POINTS: Do you sense, deep inside, that there is even greater success waiting for you as a recruiter? Do you know you are capable of more, but haven't seemed to break through yet to the next level? Sometimes, you must release your grip on your current identity in order to allow yourself to transform. You simply cannot be the person you *want to be* and the person you *currently are* at the same time.

In order to excel at letting go in order to get to your next level, Nancy shares that you will be most successful in this if you set up a personal “make or break” environment for yourself. She shared the example of moving from contingent to retained search; if this was your make or break move, she would suggest considering not doing a single contingent pitch until you land a new search with your new material.

Of course, everyone's pain threshold and personal situation is different. But if you want to separate yourself from the recruiter you are today, pick a pain point and take a risk. Manage your fears, and set a painful consequence associated by not achieving your commitment.

Already uncomfortable with this scenario? Consider this: the rewards of these changes are in the future, when the discomfort and discipline are right here and right now. When there's an absence of a compelling reason, or drive, you will be a thermostat. You'll work as hard as necessary to keep the temperature comfortable – and when it reaches that temperature, you'll turn off until needed again. Discussing change and goals can be inspiring, energizing, and stimulating! Yet it feels tough, awkward, annoying, frightening, and completely unpleasant to discuss the discipline needed to reach those goals. There is no shame in being average or competent if you are unwilling to pay the price of excellence! Simply ask yourself if you are willing to pay that price, and what the price looks like for you.



What issues are we really prepared to tackle now? _____

Which of our habits are we really prepared to change? _____

What lifestyle changes are we really prepared to make? _____

What pain will we intentionally inflict if we fail to follow through? _____

MASTERY: Whether you are in person or over the phone, make an effort to communicate that you are an insider in your space. Being under the same roof at the same time is a phenomenal way to prove you are “one of them” in your industry, but what else do you want to communicate on a daily basis to the market? When engaged in phone calls with candidates and clients, what specific pieces of information can you reference that show you are very much a part of this niche?

LEVERAGE: Nancy shares a unique branding component that is not only easy to implement, but can be implemented no matter your tenure or success as a recruiter in the industry. Pick several dozen (or more) individuals you think will deliver compelling content and ask them if they would create an article that had not been published anywhere before. They can certainly add their LinkedIn profile, contact information, or whatever else to provide upside for them. The benefit to you is that you have relevant and real-time content coming directly from industry experts – with little work required from you!

INSIGHT: As discussed in other training sessions, there are three objectives in market mastery – (one) to know every potential company prospect in your niche, (two) to know every potential candidate prospect in your niche, and (three) to know the market trends and business insights above and beyond that of the general market. Nancy reiterates this third element of market mastery – but the question is how do you gather appropriate information to know if “the winds are changing” in your marketplace? Come up with some questions you can ask when in conversation with candidates and hiring managers to know new market data in hand.

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