

## Big Biller Secrets

**Presenter: Greg Musto, CEO of The Roman Healthcare Group,  
a member of the Sanford Rose Associates® Network of Companies**

Greg Musto is the CEO of The Roman Healthcare Group, a member of the Sanford Rose Associates network, and is located in the Chattanooga Tennessee area. Greg's team recruits in the Infection Prevention, Quality Services, Patient Safety, and Medical Device fields.

As a Certified Personnel Consultant, Greg has nearly 20 years of experience in the Executive Search industry, and he founded The Roman Healthcare Group in 2008.

In this big biller presentation, Greg shares his three key elements to his success and market domination. He includes tips and real-world examples that can pave the way to your long-term success as well.

### **Meeting: "Big Biller Secrets" by Greg Musto**

**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.**

**THE RELATIONSHIP:** A sales perception study conducted by HubSpot found that just 17% of salespeople think they're pushy - compared to 50% of prospects. This is kind of like asking a room full of people "who knows someone whose negativity drains the life out of you when you have to engage in a conversation with them" and all hands will raise. The next question? "Who in this room is that person?" No hands raise, save one or two self-deprecating comedians in the room. So if our prospects think we are pushy, even when we feel we are not, how can we continue to build trust in the us/them partnership?

Greg's solution: put yourself in the right place at the right time. Make a list of the 25 companies you are not yet doing business with – but that you'd like to be. What is your timeline for when you will do each of these below? Remember – patience and persistence makes a great recruiter!

Step 1: Call to hiring manager, leave a message (MPC marketing call): \_\_\_\_\_

Step 2: Send an email to follow-up (selling services type of email): \_\_\_\_\_

Step 3: Call Talent Acquisition, leave a voicemail (MPC marketing call): \_\_\_\_\_

Step 4: Send email to follow-up (selling services type of email): \_\_\_\_\_

Step 5: Call hiring manager, refers to proper person in talent: \_\_\_\_\_

Step 6: Send email to hiring manager to follow up: \_\_\_\_\_

Step 7: Call talent, leave voice mail: \_\_\_\_\_

Step 8: Send LinkedIn Message to talent: \_\_\_\_\_

Step 9: Send email to hiring manager and talent: \_\_\_\_\_

Step 10: Call admin assistant to talent and leave message: \_\_\_\_\_



**PLAN FOR FAILURE:** Most people envision a plan as the means to the goal. What Greg reminds us of is that it's equally important to have a plan for what you do when you fall short as much as it is for you to succeed. Most of us are used to focusing on externally oriented attention. It is simpler and more straightforward to focus on something outside of ourselves, such as work, television, a significant other, children, or almost anything that engages our senses. Our internal world is far more complicated, with a varied landscape of emotions, feelings, and perceptions. Yet it is often the internal world that determines whether we are having a good day or not, whether we are happy or unhappy. That's why we can feel angry despite beautiful surroundings or feel perfectly happy despite being stuck in traffic.

In creating a plan for failure, it must start with a plan to commit to change. What can this look like? It could be *"I'm going to change my script. I know I'm in a slump. Let me change my voice mail script. Let me change how I'm introducing myself and my services. Let me change how I overcome the "we have no needs" objection."*

It could be commit to changing by sending 10 personal e-mails to prospective clients each day.

It could be as small as *"I'm going to listen to upbeat music on the way to work, not talk radio."*

Maybe instead of taking the car to work for the next week, ride your bike.

Plan for failure by committing to change.

**CALL PLAN:** We all know that having a daily call plan is the difference between being busy and being effective. Greg shares his specific plan: no less than 50 calls planned created the night before, with 25-30 being hot client development leads. Greg does not leave or does not go to bed without knowing exactly what his day is going to consist of tomorrow. This sounds like basic 101, but the longer you go not being excited about what you're doing every day, the harder it is to pull yourself out of bed. All recruiters have had mornings where you lay in bed thinking about the tremendous mountain you have to climb today; the solution to that is for you to know exactly where your day is going to go.

**SURVIVING SLUMPS:** Has this ever happened to you?

- No new interviews being set up regularly
- More than a week without a new job order
- More than four weeks without a placement

Is it happening to you right now?

Go no further today without deciding which of the following you will do:

- Make a daily plan for the next five days
- Complete your daily plan for the next five days make a plan
- Come in early two times this next week, or stay late two times
- Create a list of what you have accomplished (placements, success stories, appreciation from candidates/clients/coworkers)
- Create a list of what you still want to achieve in the future