

Big Biller Secrets

**Presenter: Mark Stocker, President and Owner of SANINC,
a member of the Sanford Rose Associates® Network of Companies**

Mark Stocker is the president and owner of SANINC which consists of 3 divisions, MetalJobs Network, ConstructionJobs Network, and PlasticJobs Network. SANINC is a member of the Sanford Rose Associates network of offices.

Prior to entering the recruiting and placement profession, Mark spent over twenty years building, training, and managing successful sales teams. This “in the trenches” experience gave him the skill sets he uses today to recruit, evaluate, and place top talent.

In this big biller presentation, Mark shares his sales experience to recruiting and will outline 8 key areas which are paramount to success in building a recruitment firm and brand. Ranging from specialization, to processes, to branding, to scripts – these ideas, when fully implemented will help your practice grow.

Meeting: “Big Biller Secrets” by Mark Stocker

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.

YOUR FILL: Mark’s suggestion? Stop trying to be all things to all people! Take a moment to reflect on the last year (or more recent if newer) of searches you have taken on. Which should you have not allowed in? What kind of searches have you taken in the past, that you should turn down in the future?

Once you’ve answered that question, the next step is creating a script to politely turn a search down instead of letting the client down. Mark provides his for you to modify if desired:

“I would love the opportunity to work with you, but that position you are asking about is not my expertise. I know that there are a lot of recruiters who will probably work on anything, but frankly I’d be misleading you if I said that I was an expert on all positions. Now, if your organization ever has a need to topgrade, replace, or add a strong sales person, I want to make it abundantly clear that that is my team’s expertise. All we do, day in and day out, is find and evaluate and place sales talent within the metal distribution market. These are those passive candidates who are not actively looking and who are hard for our clients to find; strong, hunter type sales people, or sales managers - that’s my specialty. So, if/when you have that sort of need, I’d love to show you what we can do.”

PROCESS: Spend a little time now to save a lot of time later! With every move you make, simply ask the question “*am I going to be doing this process again*” - if so, make it a template! This can go from job order forms, email templates, candidate profiles, and even the search process! Take this initial checklist and add to it – what do you include in your process that should not be overlooked?

- Understand client’s needs and requirements.
- Determine the terms and conditions secure signed agreement.
- Obtain company info and bios of hiring managers.



- Get client approval on sell sheet, scripts, questions, email templates, etc.
- Conduct internal meeting of search team. Define roles and responsibilities.
- Conduct research utilizing prior similar searches and lists, etc.
- Prioritize calls, based on key factors, such as location and referrals.
- Initiate calls.
- Conduct candidate-profiling interviews, including the reasons the candidate is looking to make a change.
- Present to client the candidate, based on the agreed upon process.
- Re-test the client's commitment to this search.
- Modify the requirements, search tactics, target companies, etc.
- Present additional candidates as required.
- Prepare the client and candidate for the interview (using prep forms).
- Debrief candidate and client after the interview (using debrief forms).
- Determine next steps that will lead to closure.
- Conduct reference checks and other agreed upon verifications and background checks.
- Conduct trial close with the client and candidate (using pre-closing form and questions).
- Extend verbal offer to candidate on client's behalf; gain the candidate's acceptance.
- Prepare candidate for resignation & possible counter-offers.
- Keep in contact with both parties after the written offer has been extended.
- Create invoice.
- Confirm the candidate has started on the first day, conduct 30/90/9 month follow-ups with both candidate and client.
- Celebrate!
- Regret and/or thank any other candidates, solicit referrals, MPC to other firms, etc.

SCRIPTS: Okay, Mark admits what we all know but have not said...scripts are awkward! They will not feel comfortable at first but do not let that deter you from the value associated with using one. Start small...what is ONE rebuttal/response that you still don't truly love what you say when you get hit with it? Just pick one – now, go to the Library on Next Level Exchange and review the various scripts provided by industry trainers and big billers to take more control over at least one aspect of your sales swing!

PLANNING: There's a long-standing joke about people who shop at Target; it is impossible to walk in without spending four times as much as you thought you would and walking out with more items than you thought possible. You might very much identify with this right now! Why is that?



Because Target knows that shopping is a business; stores are designed to make us lose self-control and spend as much money as possible. Those buy-one-get-one-free deals entice us and product placement on end caps seems to be a magical way to get unnecessary things into our shopping cart.

How do you get in and get out quickly, and avoid over-spending and excessive purchasing? Have a plan! Those who enter into the grocery store with a list are more likely to get their shopping done in less time, not forget anything critical on the list, and not fill the cart with unnecessary items.

Planning for your day is the same way. You can either be Recruiter A, who takes more time to get less done or Recruiter B who gets in, on the phone, and gets more from their day as a whole. The choice is yours!

OUTSOURCE: If you are on the telephone 5+ hours per day, there comes a point where you have reached maximum capacity. If you are at that point, consider hiring an individual who can help keep your time 100% focused on high dollar value activities. The purpose behind hiring this individual is to allow you to maximize your time talking with prospective hiring managers, top candidates, and facilitating the placement process. If you do the math, a top recruiter's time should be worth about \$1,000 per hour. Just as the operating room is where a surgeon elevates his earning potential, the phone is where a recruiter elevates theirs. There are a lot of tasks that can be delegated to someone who can then keep you on the phone earning \$1,000 per hour!

EXPECTATIONS: Mark sets them with both candidates and clients. Below is an example of mutual expectations with candidates; use this and modify for something that would work for you. Client example in the Next Level Library!

What the candidate can expect from you:

Review: I will review your information and give you candid feedback as to any content, layout, or grammatical suggestions on your resume. However, my client uses me as a last filter to determine fit before their executive team has an opportunity to review. Based on our conversation, you are a fit - but I need to make certain once I review your information. If I do need additional clarification, I will call and dig deeper with you; things are often assumed or omitted when they shouldn't be. If this doesn't end up being the right fit for you, I will close the loop so you know where this search stands.

Present: Once I've reviewed your info and determined an accurate fit, I will present your information to our client. We deal directly with the (role), so the person responsible for the initial interview is the one who will see your information first. A presentation consists of your resume, a summary of your current situation and reasons for considering our client, and then my own recommendations based on your fit for the position. Within (# of) hours, I will connect with my client to discuss your fit, concerns they might have, and next steps. Regardless of next steps, I commit that I will have full transparency and feedback with you relating to their reasons for or for not moving forward with a conversation.

Prepare: If you both do decide to have an initial conversation, I will thoroughly prepare you for that cup of coffee. You will know who you will be meeting with, what his background is, why he wanted to meet with you over others, and what he will more than likely ask you. You'll know what his interview style is, if he's funny or stoic, and what he's looking for in that first conversation. My goal is to have him leave that conversation wanting a second conversation with you – because you are then in the driver's seat to determine how to move forward from there. If you decide that that's it – no problem – but my goal is to over-prepare you for that first conversation.

Feedback: I will give you timely feedback within 24 hours of any meetings you have. If things don't move forward, you will know why.

Offer: Last, if we do get down to final stages and you are interested in moving forward, you'll have the opportunity to share with me any "must haves" for me to use when helping our client formulate an offer. My goal is win-win – I will not get to the point of an offer without careful consideration for your wants and needs, and that of my client.

What you will expect from the candidate:

Rapid Response: This includes sending me your resume, returning my calls, and responding to email. I know that everyone gets busy, and I respect the fact that you are currently employed. However, your mode of operating with me is what I can only assume your mode of operating is within your professional life, and that is a reflection of you as well. Your rapid response might be "I know I told you I'd send you this today but it has to be tomorrow" or "I can't talk now, let's schedule a time on my way home tonight" - which is perfectly acceptable.

Full Disclosure: I need to know who you've sent your information to, who you've already interviewed with, and if anything changes during our time of working together. It is a poor reflection on both me and on you if I ever send your information to someone who already has it – so I need to know what's been done so far and what changes happen along the way.

Exclusivity: I want to ask that for the next 10 business days, we have an exclusive relationship. If you have your resume posted on any job boards, take them down for the next two weeks. If you are working with other recruiters, or other recruiters contact you, push them off for the next 10 business days. If at the end of two weeks, you aren't completely happy with what our joint efforts have produced so far, I give you full permission to work with anyone and everyone who comes along. But in the course of the next 10 days, I need to know that any efforts I'm making on your behalf aren't duplicated by others.

Timely feedback: When you come out of any conversations, call me within 20 minutes. I give you full permission to pull the plug at any time during this process – you won't hurt my feelings or let me down. My intent is to simply open doors for you and you choose if you want to walk through any of them – but if at any point you don't want me to open any more doors, I need you to tell me that in a timely and professional manner.

References/Target Companies: I need a list of (#of) people that serve as your professional reference list, as well as any companies that you know you'd love to have a shot at.

BRAND: You are your brand...how much thought do you put into ways to increase your brand coverage? Some suggestions from Mark:

- Sign up for software that allows you to automate the process of scheduling a post
- Use images more often than text
- Create a branded image that pops
- Utilize a newsletter (Mark features their top 10 candidates and top 10-15 searches)
- Brand documents such as placement process, resume guidelines, interview prep, service agreements, etc
- Create a one-page PDF overviewing your industry and value
- Watermark resumes sent to clients