

NLE Quick Tip: 5 Ways to Get Business

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In Scott’s quick tip presentation, he discusses the top five ways to generate business and elevate your recruiting game.

Meeting: “5 Ways to Get Business”

(Facilitator): Although there are 5 ways that Scott has identified to get business, the majority of success is going to come from the first three. Instead of focusing on how to increase the odds with the lowest percentile, let’s explore each of the top 3 ways to develop additional business.

First, let’s start with ***existing clients***. Having a list of everyone who has done business with you or your firm is one thing – but what do you *do* with that list? Instead of just calling up and saying “you used us in the past, do you have any needs we can help you fill” consider viewing this tip as two parts. The first is post-placement follow-through, and the second is extending the call.

Post Placement Follow-Through:

AFTER ONE WEEK: Pick up the phone and call the client at the end of week one. What are questions you can ask to get a better understanding of what is working, what isn’t, and how to continue to help facilitate the onboarding process with your candidate?

- What has impressed you the most so far?
- How has (candidate) done with your initial expectations and responsibilities?
- _____
- _____
- _____

What creative suggestions can you offer to the client to help them be proactive in their onboarding process at this stage?

- Make a checklist of critical accomplishments you want the candidate to have made within the first 90 days.
- Set up one lunch a week for the next month with the candidate and someone from (team/department/company).
- Think through what this candidate was doing within their prior organization; what are the primary responsibilities that are different than their previous role, and what should they do to try to develop those skills?
- _____
- _____

AFTER 90 DAYS: Pick up the phone and call the client at the end of 90 days. What are questions you can ask to get a better understanding of what is working, what isn't, and how to continue to help facilitate the onboarding process with your candidate?

- What is the most significant accomplishment (candidate) has made to the team thus far?
- Are they where you thought they would be at this point? Why or why not?
- In what areas do you think they need more support?
- _____
- _____

What creative suggestions can you offer to the client to help them be proactive in their onboarding process at this stage?

- Conduct a 90-day review with the candidate and set clear expectations for the following three months.
- Delegate an area of learning each quarter to the candidate, allowing them to be creative in their own development but guiding them in a specific area of content.
- _____
- _____
- _____

AFTER 10 MONTHS Pick up the phone and call the client at the end of 10 months. What are questions you can ask to get a better understanding of what is working, what isn't, and how to continue to help facilitate the long-term career progression for your candidate?

- What is the most significant accomplishment (candidate) has made to the team thus far?
- Are they where you thought they would be at this point? Why or why not?
- How do you envision building out a team around this individual? In what areas do they need more support?
- _____
- _____

What creative suggestions can you offer to the client to help them career path this candidate?

- Conduct an annual review, measure expectations, and evaluate progress.
- Ask the candidate if there are any projects, clients or areas that they haven't yet been involved with that they would like to be. Deliberately assign three new initiatives or objectives to the candidate to conquer over the next year.

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Extending the Call: One of the better ways to differentiate yourself isn't with a universal script that fits for every occasion and every client – it's by asking great questions that in and of themselves differentiate you. They also give you the answers that you need to be able to create a specific solution-oriented value proposition for each client individually. Let's create a list of questions that are high-level, big picture questions that go beyond a current need – ones that you could use on a follow-up call with a client after placement, or for a call designed to be more strategic in nature.

- Big picture - what keeps you up at night?
- Imagine that you wake up tomorrow and your firm is immediately in a new sector of the business. Barring any barriers to entry – what would that be?
- How would the loss of your (biggest customer/vice president of _____/your patent/biggest producer) impact your business over the next 12 months? What's your contingency plan?
- What is the biggest threat to your business over the next 24 months?
- What's your biggest competitor doing that you wish you were?
- What is your contingency plan if your (hiring/R&D/sales/business development strategy fails? Are there any opportunities for top-grading? Any group/department that has fallen short recently?
- Are there particular companies your company likes to recruit from?
- Who are the other department heads / team leaders responsible for hiring ?
- Are there any sectors that you aren't in right now that the right candidate could open the door of?
- _____
- _____
- _____
- _____

(Facilitator): Next, let's move to ***people who know you.*** This can seem like a limited list, until we realize that we have full control over how proactive of a job you do branding yourself. There are many great trainers and Big Billers on Next Level who speak to the importance of personal branding – what are you doing to take ownership of the awareness of YOU in the market? A few suggestions:

- Create your VIP list of 100 people who know you along with their email addresses. Add 20 each week. Send an outbound email newsletter, article, quick tip, industry update, etc every 4 weeks.
- With each noteworthy placement, create a case study. Noteworthy could be high level, a high profile client, or a very difficult situation that you were hired into. Ask yourself, "*What have I done to leverage the success of that one placement into something much bigger than just I collected a fee?*"

- Attend or speak at trade show conferences; send a few subjects that you feel as though you are expert in and volunteer to lead a breakout session or a lunch panel with other experts in the industry who can all speak to similar subjects.
- Cultivate your social media presence on LinkedIn (Michael Pietrack is an expert at this – go watch his NLE TV Big Biller Episode!)
- Conduct and publish a market research survey. Not only does this provide great data, but consider how many voicemails would be returned when you leave a message and can say *“also, we just completed our salary survey for the XYZ area. There's 1800 in the space, 1500 of them completed the survey over the last year. We'd love to share with you a copy when we connect.”*
- Send actual cards – holiday, life milestone, work anniversary, etc.
- Publish articles in trade magazines and blogs
- Host a monthly or quarterly “virtual lunch and learn webinar” where you speak on a specific topic for 20 minutes. Subjects should be relevant for hiring managers – but send the complimentary registration to every decision-maker in your market. You will not only add value, you will see who attended your sessions!

(Facilitator): Finally, referrals. Wouldn't we all love the phone to ring with new business on the other line? Of course – but what can we do to increase the odds?

- Ask for referrals. Simple, yes – but if asking for referrals isn't part of your regular process (especially if you've just demonstrated the Law of Reciprocity), you're missing a critical component. Make sure that asking for referrals (in a respectful, appropriate manner) is part of your process. You may have to get out of your comfort zone to do this, and if so – you may need to think about what limiting beliefs YOU have which are holding you back from asking this seemingly tough question.
- Ask for feedback on how you did. You might not be getting referrals because you did a good job, but good isn't great. To transform a candidate or hiring manager into an advocate for your business, you have to do more than meet expectations. Securing a candidate their next opportunity or filling the need of a client is what they already expect. In order to make someone feel comfortable recommending you to others, you have to go above and beyond their expectations. Even small touches can go a long way toward creating that “wow” factor. What are you really doing to “wow” both sides throughout the placement process?
- Consider *their* “why.” If the search has been completed, both the candidate and the client achieved their goal. We can hope they refer new business to be nice, but consider making a charitable donation to the client/candidate's charity of choice when a referral leads to new business. You could get creative (hosting a VIP dinner once a year with referrals and their sources, conducting a virtual training session with the hiring team, etc) in the inducements you use to create a welcoming and rewarding environment for referrals.