Big Biller Secrets

Presenter: Sean Gill, Owner, Conexus Search Group, a member of the Sanford Rose Associates® Network of Offices

Sean Gill is Owner and Managing Partner of Conexus Talent Acquisition Solutions, a member of the Sanford Rose Associates network of offices. Sean began his career as a CPA, working for Deloitte and The Walt Disney Company. He transitioned into Recruiting in 1999, originally working for a national, finance-focused search firm, where he ultimately became the Regional Manager for Southern California. Sean founded Conexus in January 2012 with the vision of building a new firm whose model was ideally suited to meet the variety of challenges faced by his clients. Known for his energetic work style, a passion for client service, and an ability to solve complex problems, Sean has consistently been a top producer while maintaining a reputation for quality results. As a result, nearly 100% of Sean's clients have used him for multiple assignments.

In this presentation, Sean shares his insights into how to run a consistently productive desk.

Meeting: "Big Biller Secrets" by Sean Gill

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 below to fill in the gaps.

(Facilitator): Let's face it; this whole recruiting thing is hard! What's your plan? Where are you struggling? Are you getting results? What could you be doing better? We can try to figure it out on our own, or we can try a proven approach that can get the results we have all been working so hard to achieve! In this episode, Sean establishes a clear roadmap to running a desk by breaking down key points. Start by reviewing his points and work with your team to simplify their approach to increase their productivity and results!

<u>Establish and Define Your Specialization</u>

Simplify your market using the F.I.L.L. methodology:

- Function:
- Industry:
- Level:
- Location:

What sets you apart from your competition? Write out three sizzle statements about you and your firm. How will you explain those points to a potential client?

- ____
- ____
- ____

Embrace Market Mastery and follow these steps:

- Be Interested in your specialty
- Have a target initial client list- example: 300 companies
- Identify fee-worthy positions by job title – example: at least 2-3 titles
- Have at least 1000 target candidates
- Be prepared! Have scripts for both client and candidate situations

In reviewing these steps, rate where you are in the domination of your desk. What steps do you need to take to mirror Sean's philosophy? What quantifiable changes can you make to get on track and moving in the right direction?

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- ____
- ____
- ____

Sean stresses the importance of having an established and consistent marketing wheel. To create stickiness with potential clients in your industry, you much be constant with monthly touches (phone and email) to your target client list. Sean shared examples monthly calls or emails ranging from firm updates, trends in the market, informative industry articles, and updates on completed searches. What additional examples could you add to your marketing wheel beyond what Sean shared? Get creative!

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- ____
- ____

Ever get the *"You sound like everyone else …"* from a client? When it comes to scripting - be different! Sean stresses to do everything in your power not to be just "another recruiter." Bring something to the table and master the "MPC Approach" because it works!

> *"Hello Mr. CFO, I am Sean Gill from Conexus, and I'm working with a Controller from one of your closest competitors. He is a CPA who during the last four years, was able to shorten the Accounting close process by 10 days, he offshored back office Accounting Operations, saving the company $10 million annually, and he identified more than $5 million in annual tax savings. He's ready to make a change, and he has authorized me to call CFOs within your industry to determine who may have an interest in speaking with him during his search.*
>
> *Is this a candidate you'd be interested in learning more about?"*

Using Sean's script as a template, pick a current candidate and script your MPC approach. Make sure that you use benefit statements to sell your candidates accomplishments and capabilities:

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Always be prepared with how to handle a "yes" or "no" interest from your potential client.
If met with an objection: "No, I already have a great Controller." What additional questions could you ask to learn more?

Example: *"When you do have openings, what type of background and experience do you look for?"*

- ____
- ____
- ____

If met with interest: "I don't need a Controller right now, but we do need to hire an Accounting Manager, do you recruit those people too?" What additional questions could you ask to dig deeper into that need?

Example: *"How long has the position been open? Why is it open?"*

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- ____
- ____

Stay Organized, Stay Disciplined, and Avoid Distractions

No matter what, Sean doesn't start his day without a plan. His daily blocks consist of: marketing, research, process management calls (prepping/ debriefing), team meetings, administrative work, and scheduled email time. What do your blocks of time look like throughout the day? What would you add, remove or change altogether?

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- ____

Track Your Statistics, and Understand Which One's Work For You

There are so many statistics that you can track on can quickly feel overwhelmed! Sean has simplified his numbers and daily or weekly monitors three metrics: Daily phone time, sendouts and at least two new searches a week. Following his metrics, what are your goals? If necessary, what would you change?

- **Phone time:**____
- **Sendouts:**____
- **New Searches:**____

Improve the Quality of Your Searches

Our time is so valuable. Sometimes our standards are lowered, and we lose sight of our value to the market when we partner with our clients. Sean realized that he wasn't spending his time wisely when it came to the searches and the terms in which he as recruiting. He decided, *"I'm no longer going to proactively recruit for searches that are out to multiple firms. I'm only going to proactively work on searches that are exclusive or better."* Nevertheless, this was a gradual shift in the way he started to approach his clients and establish new partnerships. What steps, starting at the beginning of the relationship, could you take to increase the quality of your searches? Let's go back to a fundamental step and elevate your client's perception of your services by how you discuss the process of engaging in a search assignment.

Review the below script, what changes would you make to improve your partnership and increase your odds of more financially committed business?

> *"(Client name), allow me to give you a brief overview of how our process works. I will create an extensive plan customized for this search to ensure that we have a real strategy to identify, evaluate, attract, and secure the very best talent available in a timely manner. Then, I will develop a compelling presentation about your opportunity and present it to every possible candidate in hopes of widening our net and spreading the positive story about you, your department, your company, and this opportunity. Candidates will be qualified on more than just their skills; I will also qualify them based on experience, chemistry, and motivation. Once we have qualified potential candidates, we take careful consideration to ensure that we present only those who meet your criteria – generally, those who are currently employed, not actively on the market, and who would be motivated by the right opportunity.*
>
> *That being said, the only way I can effectively work this process is if I have just as good an understanding as you do of this opportunity. It is my goal to not feel like an external recruiter, but rather a member of your internal recruiting team. What I need from you to exceed your expectations is a little of your time and lots of information – typically about 20 minutes. Is now as good as a time as ever, or should we schedule an appointment for tomorrow?"*

Next, when establishing mutual expectations, what is the one term in your current agreement that you will commit to asking for moving forward to improve the quality of your search? (Example: exclusivity, better terms)

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Always be Enthusiastic, Empathetic, and Honest

If you don’t recruit with empathy, you may miss information about a candidate, and that can lead to you missing out on a person who could be ideal for your current or future search! Every time you connect, engage in real and honest conversations with your candidates. People want to work with professionals that can show this trait in good and tough times. Be the recruiter that goes the extra mile, and candidates and clients will always want to come back to you!

Think of the most recent time you had to tell a candidate that they weren’t moving forward in the process. What did you say and how did you communicate that information? What could you do next time to deliver that information differently?

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