



## Big Biller Secrets

**Presenter: Wes Washington, Founder, and Managing Director – Boaz Partners, a member of the Sanford Rose Associates® Network of Companies**

Wes Washington is the Founder and Managing Director of Boaz Partners, a member of the Sanford Rose Associates network of offices. Boaz Partners is an executive recruitment firm providing companies with custom recruiting solutions in the Specialty Chemicals, Engineered Materials, Life Science, and Accounting and Finance markets.

Prior to starting Boaz Partners, he spent six years in recruiting at his family's search firm, where he hired, trained, and lead a team of search executives in the industrial manufacturing market. In this presentation, Wes shares his key factors to being successful in recruiting. These include tips for motivation, accountability, and market mastery.

### Meeting: “Big Biller Secrets” by Wes Washington

**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):** Wes sees tracking your effort as an essential step in taking your recruiting desk to the next level. However, if this isn't a usual practice – start small. Create a simple spreadsheet to track the following metrics: number of (new) daily conversations and results of each conversation. Additionally, set a target number of new presentations or discussions to hit daily. Gradually build that number up to 12- 15 daily conversations and upwards of 4 hours of market connect time.

As you get more accustomed to tracking your conversations, build onto your metrics. Using some of Wes's metrics, including:

- BD attempts
- BD connects
- Job orders
- Recruiting attempts
- Recruiting connects
- Internal interviews
- Client submissions
- 1<sup>st</sup> interviews
- Placements
- Phone time
- Dials
- Billings
- Cash-in

What metrics would you add to your spreadsheet, and what target numbers would you commit to achieving?

---

---



Additionally, break those metrics into effort and results. Wes sees the **effort** as attempts, connects, and internal interviews or (candidate data sheets). How would your metrics differ?

---

---

---

**Results** being job orders, client submissions, 1<sup>st</sup> interviews, and placements. How would your metrics differ?

---

---

---

**(Facilitator):** What Wes has found through the years is that where someone lacks in skill, might be able to be made up in effort. If this could be you, what could you commit to doing over the next 2-4 weeks to increase your energy? **Example:** increased phone time, daily planning, increased training, etc.

Where could you commit to improving your effort?

---

---

---

**(Facilitator):** When it comes to becoming a market master, Wes reminds us that our job isn't an expectation to know how to do the job we are seeking to place but to understand how to find the person that the hiring manager thinks can do the job. The tighter we define our niche, the faster we will become at finding that talent.

To perfect market mastery, it takes an in-depth knowledge of your field, the functional requirements of each position, and even geographic factors. Market mastery reinforces a specialization approach that allows you to excel and outpace your competition, ensuring more successful placements time and time again. Review the below pillars of market mastery, where could you improve your niche?

**Industry Expertise:**

---

---



**Job Function:**

---

---

**Geographic:**

---

---

**(Facilitator):** Wes also learned how to walk away from clients that weren't in his defined specialty. Knowing that time is precious, he wants to make sure that the time he spends is time well spent! The three indicators he focuses on to confirm a client needed him are: industry experience, skill set required and sense of urgency. With these three indicators in mind, review the below questions, what can you add to zero in on your clients need and assure it's the right search for you to engage?

**Industry Experience & Skillset:**

- What are the ideal candidate's qualifications and background for the role? Regarding the requirements, what is required, and what is preferred?
- What are the deliverables for this position over the first year?
- Walk me through the technical skills most important for a candidate to be successful in this position?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Sense of Urgency:**

- What are the consequences of this position remaining unfilled?
- What's driving the need for the hiring of this individual?
- Who is currently doing the workload created from this position being unfilled? What burdens or financial costs are associated with that extra work?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



**(Facilitator):** Wes’s approach to his daily mindset is similar to Stanford University Psychologist Carol Dweck’s view on fixed and growth mindsets. Dweck coined these terms describing underlying beliefs people have about learning and intelligence. A “fixed” mindset is a belief that qualities and personality traits are set in stone. Conversely, a “growth” mindset is the belief that effort, awareness, and training can change one’s qualities and characteristics. Although people may vary in different ways- their initial talents and aptitudes – can change and grow through application and experience—Wes chooses to approach his chosen profession with a growth mindset and attitude.

He is keenly aware of his strengths and weaknesses and works hard to avoid those so-called “time sucks,” including non-revenue activities, bad clients, and unplaceable candidates. Additionally, he embraces a peer group and personal coach that he trusts. This community of professionals pushes him to see different perspectives and weaknesses in addition to celebrating his successes.

It’s time to embrace a growth mindset! What time sucks could be holding you back and what are you prepared to do to allocate your time more wisely?

**Non-revenue activities** – i.e., social media, unnecessary time on LinkedIn, too much time on administrative tasks like email, etc. How can you mitigate non-revenue time throughout your day?

---

---

---

**Bad clients** – i.e., clients that make unreasonable demands, don’t pay competitively, are slow to pay, don’t listen to your professional recommendation, are reluctant to respond, and are disrespectful of your time. Who comes to mind on your desk currently, and how can you move past bad clients and refocus your time on clients deserving of your time and energy?

---

---

---

**Candidates you can’t help** – i.e., candidates not in your F.I.L.L. or not qualified for your current searches. Like Wes points out, everyone is employable, but not everyone is placeable. What can you do to provide insight or encouragement to those you cannot help while moving on to those candidates you can help?

---

---

---