



Big Biller Secrets

Presenter: Owen Carryl, Team Leader and Search Consultant – Kaye/Bassman International

Owen Carryl is a Team Leader and Search Consultant on the Food Safety Practice at Kaye/Bassman International. Owen joined Kaye/Bassman with a passion for helping Food Safety professionals improve in manufacturing food that is safe and protecting their brands by providing key insights into food safety best practices across different food industry sectors. His expertise encompasses the complete product lifecycle from ideation through commercialization and the supply chain. To date, his Team has placed well over 500 food professionals throughout the United States. Before joining Kaye/Bassman, Owen came from a background as a Director of R&D and Open Innovation with a \$60 billion snack food and beverage company.

In this presentation, Owen will share his top 4 best practices for success in search that just may help your career too!

Meeting: "Big Biller Secrets" by Owen Carryl

(Facilitator): Owen reviews six critical skills that a new recruiter must continually work on to successfully launch their career in search and adopt the right habits to stay effective and successful in their market. To truly improve, you first need to know where you stand regarding your skill proficiency, starting with evaluating your recruiting desk's current health.

The Practice Diagnostic Checklist will cover the six skills Owen covered, as well as performance management (Best Practice #3):

- 1) An efficient recruiting process established
- 2) Effective planning
- 3) Effective voicemail messages
- 4) Market insight and confidence
- 5) Objection handling
- 6) Active listening and questioning skills

Before you start evaluating yourself, think of the Practice Diagnostic as a "snapshot" of your recruiting scorecard. This exercise is to assess your effectiveness in various areas of your practice. By periodically reviewing yourself, you'll identify skills that need additional attention and training while also highlighting where you are most proficient, instilling confidence in your overall development. Let's get started!



Practice Diagnostic Checklist

	Deficient (Correct)	Competent (Build)	Proficient (Reinforce)	Action Plan
MARKETING				
Market definition				
Has defined F.I.L.L.				
Has market defined by size and scope				
Has org charts for each company/department				
Planning				
Has master marketing list				
Has effective daily marketing plan				
Utilizes effective planning method				
Metrics				
Achieves marketing presentation metric				
Achieves job order metric				
Forms/Letters/Scripts				
Utilizes needs analysis/job order form				
Utilizes form letters				
Utilizes marketing scripts				
Utilizes rebuttal scripts				
Has 30 second commercial script				
Process				
Utilizes effective method of presenting agreements				
Utilizes effective method of organizing agreements and job orders				
Utilizes effective method of updating client				
RECRUITING				
Planning				
Has a master candidate list				
Has new recruiting calls planned daily				
Utilizes effective planning method				
Metrics				
Achieves recruiting presentation metric				
Achieves resume/C.D.S. metric				
Forms/Letters/Scripts				
Utilizes candidate data sheet/profile form				
Utilizes form letters				
Utilizes recruiting scripts for each job order				
Utilizes rebuttal scripts				
Process				
Utilizes effective method of organizing resumes/CDS				
PLACEMENT PROCESS				
Metrics				
Achieves candidate presentation metric				
Achieves 1 st time face-to-face interview metric				
Forms/Letters				
Utilizes candidate prep form				
Utilizes client prep form				
Utilizes candidate closing form				
Utilizes client closing form				
Utilizes form letters				
Process				
Utilizes effective method of presenting candidates				
Utilizes effective method of presenting interviews				
Utilizes effective method of extending offers/rejections				



Next, with the outline below as a guide, create action plans for areas in need of improvement in recruiting, marketing, placement process, and metrics/performance management:

ACTION PLAN

Objective: *What specifically must improve to meet proficiency?*

Criteria: *How will you know when you have successfully achieved proficiency?*

Support: *What additional development or support do you require to be able to achieve proficiency?*

Schedule: *What is your timeline to begin and the deadline for review? Who will review your progress?*

Now that you have your various action plans in place, it's time to hold yourself responsible for achieving your objectives by partnering with a mentor/group or accountability partner. As Owen shared, you might find yourself working with different people depending on the areas you need support and accountability.



Keep these tips in mind when choosing an Accountability Partner:

1. Have a clear idea of what you need and set expectations, so your AP knows where to focus their time and attention.
2. Keep it professional and avoid asking a friend- at least initially. Your AP should be a person you respect for their business sense and knowledge around what you are trying to accomplish.
3. It is not necessary to meet in person for your AP meetings. Your meetings are not social just business. Instead, meet over the phone and have a clear outline of talking points to review/discuss to stay on task.
4. Remember that your AP can change over time once you achieve specific objectives. That means you are achieving your goals!

Accountability Partner: _____

Set Meeting (date and time): _____

Create your outline for meetings: _____

Owen's final best practice is the importance of a well-developed marketing plan to establish consistency in your determined F.I.L.L. – function, industry, level, and location. Once you selected to create a market around function or industry, it's time to put your target client list together. Owen suggests breaking the list into two groups: 50 with a mixture of big, medium, and small companies. Next is to make sure that you have at least three decision-makers for each company.

What decision-making titles will you pick for each company? Pick three:



Next, fill in the titles with the sequence Owen outlined:

- **List 1 = Group 1 – 50** _____
- **List 2 = Group 2 – 50** _____
- **List 3 = Group 1 – 50** _____
- **List 4 = Group 2 – 50** _____
- **List 5 = Group 1 – 50** _____
- **List 6 = Group 2 – 50** _____

From there, set up your weekly calling sequence by calling List #1. As an example, Owen called Monday and left a message if they didn't answer. Review his introductory first voicemail. What modifications would you make to put this voicemail to use in your market?

"Jim, Owen Carryl, Head of Food Industry Practice at Kaye/Bassman International. I called to discuss how our two firms can partner to give you a competitive advantage in the marketplace.

If you could, please call me back at xxx-xxx-xxxx, I would appreciate it, and I look forward to speaking with you shortly."

Introductory (Monday) voicemail modifications:

On Wednesday, Owen calls back List #1 from Monday. If they don't answer, he's going to leave a second message. Review his second voicemail. What modifications would you make to put this voicemail to use in your market?

"Jim, this is Owen Carryl. I left you a message earlier this week, and I'm still very interested in talking with you about how our two firms can partner to give you and your organization a competitive advantage in accessing top-performing middle and senior-level Food Safety & Quality, Plant Operations, Engineering and Plant Maintenance professionals with track records of success delivering great business-building results, and not currently accessible to internal recruiters at your firm or your competitors.

Please give me a call at xxx-xxx-xxxx, and I look forward to speaking with you shortly."



Second (Wednesday) voicemail modifications:

On Thursday of the first week, Owen emails all individuals from List #1. If he doesn't get a reply from his third attempt, he moves the contacts from List #1 to six weeks from the week he first called and creates a follow-up activity in his ATS/CRM. By following this sequence, he will contact each of the three individuals eight times in 12 months. That's the definition of consistency and persistence! Review Owen's example email. What modifications would you make to put this email into your process?

Jim,

I left you a voicemail message a couple of days ago but thought this might be a better way to reach you. I want to talk with you about the possibility of our two firms partnering to give you and your organization a competitive advantage in accessing top-performing middle and senior-level Food Safety & Quality, Plant Operations, Engineering, and Plant Maintenance professionals with track records of success delivering great business-building results, and not currently accessible to internal recruiters at your firm or your competitors.

Kaye/Bassman's Food Industry Practice has an excellent reputation for the work we do and the relationships we've developed with clients and candidates in the Food Industry, and we would like the opportunity to get to know you and your company. The attached document has a brief introduction to our Food Industry practice and the services we offer.

I want to schedule 15 minutes to talk about the work we do, but I know how crazy schedules can be. Here is a [link](#) to my calendar. Please use it to pick whatever time works best for you.

*Kind Regards,
Owen Carryl*