



Audio Transcript for:

The Top 6 Recruiter Questions Answered

*This is a word for word, unedited, transcript of a live
Tele-seminar from Gary Stauble*

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Hi there! How are you? This is Gary Stauble and you are here for this Q&A session. This is something I've wanted to put together for a while. It is a collection of five or six questions that I've gotten over the last 12 months that have a consistent theme dealing with a lot of issues—some of it marketing; some of it voicemail—and different things.

I'm actually going to go through with you what the six questions are so you know what's coming up. I get messages from people through our discussion forum. I hear a lot from people; and I answer questions in there, periodically; and I'm, obviously, hearing and getting a sense of what issues you, guys, are dealing with.

That's a big place where I get a lot of information from. I also get it from one-on-one coaching sessions that I do with people. I get it from feedback on classes that I deliver and, obviously, in my work in the field as well.

These are five or six of the ones that are the most asked about. And I may do another one like this coming up in the future as well depending on how this one goes and how you, guys, like it.

So let me just tell you what's coming up for you. There are going to be a total of six questions that I'm going to address:

- The first question has to do with Most Placeable Candidate (MPC) calls and whether those calls are preferable to other types of general introduction calls.

There were some questions about that and I gave a lot of information about how to think about your marketing calls and whether or not the MPC call is the one you want to use more often than not.

- The second question is regarding timely feedback. And the question is: How do you get timely feedback from your clients? What do you do when they're dragging their feet? How do you avoid wasting your time?

I think, you, guys, know that if you've been listening to me for a while. That's a real ... I don't want to say a sore spot. But that's one that is a big topic for me and that I care a lot about; and I want to make sure that people like you are being valued for your time and are valuing your own time and being careful with that. So, I'll talk about some things you can do in that regard.

- The third question is whether or not trying to get money from candidates is a worthwhile venture. Quite a bit in the last several years, there has been a lot of talk about this. Different people I know have tried different things. And so, I'm going to answer that question for you as well.
- The fourth question is: How do you get motivated? How do you get yourself out of a rut? If you're just not excited about the business, if things are not going well and you're not enjoying it, how do you stay motivated over time? So, I'll address that.
- The fifth question has to do with voicemail and what voicemails should you leave. Then, I'll give you several examples of that.

A while back, there was a voicemail script document that came out. If you were in the program at that time, you would have had that as a bonus. It's not on the website on an ongoing basis, but it was a bonus a couple of months back.

So, I'll just talk about some of my favorites and I'll give you some ideas on what to leave for voicemail.

- And then, the last one is a perennial topic, and it is: How do you deal with Human Resources? How do you make them a part of what you're doing and not an enemy? How do you have a friendship with them or, at least, some type of peace accord?

And so, I'll give you a couple of ways to think about that and also some language.

The middle portion of this call is the actual Q&A that was done in a live call format. Let's now go to the live call; and then, I'll come back on at the end to give a wrap up.

Shelley: Jon Littman from Philadelphia, Katherine from Wisconsin, and Mike Honer from St. Louis have all asked similar questions. And here's what John asked:

What's the best approach for a new hire to get fully engaged in marketing? How many calls and how many presentations do you feel is a strong effort? Do you recommend an MPC approach or selling your company's record and you're going to experience staffing a particular industry?

Gary: Like what Shelley said, there are a lot of questions with a similar theme. There's another related question that we're going to circle back to as well. So, we'll probably hit on marketing twice during this time. But John asked some specific questions so let me just address those.

In terms of an MPC approach, which is Most Placeable Candidate, marketing your candidate versus a company introduction where you're selling your credentials primarily, the funny thing about this is that it depends.

If you had to put those two up against each other in almost any situation, an MPC call is going to beat a general introduction call.

The caveat to that is if you're in a market that has been decimated by the economy and people aren't hiring. So, if you're marketing a candidate when nobody cares, then, obviously, that's not going to be effective for you.

I'll answer the question in two ways.

There was a study done about 15 years ago and the study was regarding this very question. And the resounding answer was that a marketing of a candidate type of approach is far better than other types of approaches. I don't know what the other approaches were specifically. I only know that it was marketing a candidate versus other approaches.

My guess is that the other approaches were: this idea of introducing your company, talking about your credentials, asking if there are openings, asking if you can help. Essentially, it's having a candidate on the spot versus not having a candidate on the spot.

And at that time, it was overwhelming that people were more successful marketing candidates. So, we have to start with that premise.

Peter Lefkowitz talks about the idea of an exploratory send-out. I'll talk a little bit about that if we have time.

He said that 25% of the placements in his office came from clients where there was no existing opening at the time of the MPC call.

I'll repeat that: Twenty five percent of their placements came from clients where there was no existing opening at the time of the MPC call.

When you just talk about candidate marketing, it's sort of hard to talk about it because you have to break that down and be more specific. The way that most people do a candidate marketing call may not be very effective. That doesn't mean that the call itself couldn't be improved and couldn't be more effective for you.

Just as a general way to think about this—think about being a talent scout versus being Jerry Maguire. You've seen that movie. He was a sports agent so he's representing the interest of his athlete, Cuba Gooding, Jr., a football player.

When he goes into a negotiation, he's standing side by side with his professional athlete and he's advocating for the benefits of that athlete.

If you approach your candidate marketing call that way which is what most recruiters do—"I've got this candidate; he is looking to make a change; he's interested in your company; he is ready to move on; he's excellent at this"—then, it sounds like you are Jerry Maguire and that call is going to be less effective.

If you switch it around and, now, you're working for the team as a talent scout, then, the call would be more effective.

We don't have time to go into how to actually phrase all of that but just as an overall position, you have to think of yourself as working for the team. Your language has to reflect that. You're out in the marketplace as a talent scout bringing them talent. So, that's from a "how you think of it" point of view.

The other reason that MPC calls are more effective, usually, is that there's an expiration date. Just like your box of milk has an expiration date, so does this candidate.

So, there's immediacy in that phone call, and it can lead so easily into a talent scout script which I'll talk about a little bit in a second. So that call can transition very easily.

The fastest way for a rookie to sound like an expert is to market a candidate. The fastest way for you to get a send-out is to market a candidate. The fastest way to build a desk from scratch is to market a candidate not because it's going to lead to a placement, in and of itself, or even a send-out. It's because it gets you in the door fast. That's the reason.

A couple of language things to think about that you might want to write down. This helped me a lot when I started marketing candidates.

My boss told me, "Just say, 'I think the two of you should meet.' It's almost like a friend referral. You're just talking about your talent scout. You've evaluated someone you think could be helpful for this company. And based on your professional opinion, you think they ought to meet."

The other way to say that is, "I think the two of you ought to have a cup of coffee" or "I think the two of you ought to have an exploratory meeting." That's works great—an exploratory meeting.

So, we're taking the heat off of the language. In interview, "Do you have an open requisition?"—those are scary words; and we're talking about a cup of coffee. So, that's one other way to think about how to make it easier to get in there.

The other thing to think about with regard to marketing is what I call "pink spoon" marketing. That's not something I made up. I heard that from Andrea Lee.

You will all be familiar with the pink spoon if you've ever been into a Baskin-Robbins. You walk in and they don't try to sell you a gallon of ice cream or even a sundae. They just ask you if you want something as a sample and they give you a pink spoon. The pink spoon has got a little bit of ice cream.

That's a pretty easy sell—can I sell you a pink spoon of free ice cream? It's not very difficult to do that.

The tough thing for a lot of us, if you're doing direct-hire placements and if your average fee is 20 grand, is when you make a call and somebody has never heard of you before, instead of saying, "Would you like a pink spoon of free ice cream?" you're saying, "Would you like to get locked into a situation with me for a \$20,000-dollar fee?"

That's a tougher sell even if it's a contingency and you're not locked in; but it's still talking about something with a \$20,000-dollar ticket.

If you can take a pink spoon approach, you've got to have some easy ways for companies to come towards you and that's how you want them to do.

I heard an analogy once that I really liked and that is to think of feeding a squirrel. Let's say, you want to feed a squirrel. You see the squirrel on the ground about 20 feet away from you. If you get some bread and you go walking up to the squirrel, what happens? It runs the other way because you've scared it off.

The way to feed a squirrel is you take a piece of the bread. You put it on the ground between you and the squirrel, and then take a step backwards. Step back from the bread.

Now, the squirrel feels safe; it comes towards you; and it eats the bread. Now, you put another piece on the ground, take another step backwards. The squirrel comes to you again. And you keep moving and you shrink that space until the squirrel is eating out of your hand.

And it's the same thing with marketing. You've got to find a way to make it easy for your clients to take little steps towards you.

So, a couple of things you can do with that are: Number one, think about the idea of, just an example, contract work. I'm doing a series of interviews with top producers and most of these people are billing 400K to 500K plus. So, I'm doing a series of these and I just finished one this morning where it was a solo operator essentially. She has one support staff right now and herself, and she does 50% of her business as contract business.

Even two years ago, only 20% of her business was contract; but the market shifted and she had to look for new ways to increase her revenue. And so, even being in a solo operation, her sales have increased 20% this year and a big chunk of that is contract work.

She was smart. She figured out a pink spoon for her market which was that they were not saying "yes" to direct hire but they were saying "yes" to contract.

Another way to think about this would be to unbundle your services. If you ask an HR person, "What keeps you up at night with regard to hiring people? What is the biggest thorn in your side?" then, maybe she says, "When we put an ad out for a position, we get inundated with resumes; that's why we don't need your help, Mr. Executive Recruiter, because we are already flooded with resumes."

Then, if you're smart and you're thinking in this pink spoon way, you'd say, "Well, would it be helpful if we might work for you to sift through those resumes? Maybe we'd do that for you on an hourly basis."

And so, she says, "Yes! That would be great!"

"And would you want us to just screen the resumes and give you the glut of those who are qualified or do you want us to make that initial call to find out if they have three eyeballs or are liars or whatever it is and to screen them a little bit for you so that we do that first phone call and we'll only send you the ones who are both qualified and interested? Would that be helpful?"

"Yes, it would. How much would you charge for that?"

So, you tell them it's \$150 dollars an hour or a thousand dollars a day; it's up to you.

So, \$150 dollars an hour is a lot easier to sell than, like I said, a \$20,000-dollar fee. You don't have to be on an approved vendor list because you're talking about a service they probably haven't even used yet. And according to Jeff Allen, his clients who do this see a 50% increase in direct-hire placements—50% more likely that they're going to make direct-hire placements with those clients when they start out doing unbundled services or hourly services.

One more thing on this is to think about maybe having a 60-minute presentation for prospects or dormant clients where you're going to provide them some value.

So, if somebody says to you, "We have no openings; there's nothing for you at the moment," but you know that's a company that could have a lot of business for you in the near future, you say, "That's fine. Would this be helpful for you? I wrote an article called 'The Top 10 Interview Blunders and How to Avoid Them,' and I've turned that into a 45-minute presentation that I'm doing for a selective group of companies."

Would it be helpful for you and your managers if I put on a 45-minute presentation on how to get the most from your interviews?"

They may say "yes" and they may say "no." But if you start doing 10 of those a month where you're meeting every hiring authority in those companies, it's not an immediate thing but it's something where you're building equity with these people. They see you as a solution provider instead of just a salesperson.

Those are a couple of things to think about.

Shelley: Okay, Leah Bradley from Denver, Colorado asks:

"How do we obtain feedback on interviews or candidate submittal in a timely manner? Some of our clients are taking two to three weeks to get back to us."

Gary: Great question! How do make sure you're getting timely feedback and speed up the process or work with people who are quicker?

I talked about these interviews that I've been doing. I just did one of them with a woman who was a Pinnacle Society member. She had interesting criteria for who she would work with, and it was very specific. She would only work on jobs that have one of three things. I grilled her on it and she was very specific about this.

Number one, it has to be retained; or if it's not retained, it has to be exclusive; and if it's not exclusive, she has to get interview times in advance.

A lot of people say that. But I asked her, "Let's say that you're working with a prospect and it sounds like a great search assignment, but they will not give you interview times in advance. How do you handle that? Do you really say, 'Okay, forget it then'?"

She said, "What I tell them is, 'I will not be doing active recruiting on this; but if someone comes across my desk who looks good, we'll keep you in mind. But in order to actively search on your position, I have to have interview time; so we'd have to schedule those now in order for me to initiate your search on a contingency basis.'"

She's someone who is billing over 400K and that's her criteria. So, she can work contingency if she gets interview times in advance.

Now, in terms of this question of timely feedback, if you get interview times in advance, you're going to be much more likely to receive timely feedback because, obviously, you're testing this person to see how serious they are.

Another thing I heard once was "Only work with people who want it more than you do."

Sometimes, the problem is that you're trying to push a noodle through a keyhole; and you're wondering why they're not calling you back. It's because they don't really care and it's not that important to them or it's something that they would like to fill but they just don't have the approval right now or it's just not on their priority list because they have so many other things going on. So when it means a ton to you and a lot less to them, that's a recipe for a lot of frustration.

So think about working with people who want it, at least, as bad as you do or, hopefully, close to that amount.

The other thing is you have to set the tone yourself. You can't really create urgency. You can sort of manufacture it in a few ways. You shouldn't really create urgency but you can set the tone with your clients. And that would be that you close things like timely feedback with them.

You tell them, "In order to get the focus of my search team, we have to have a callback within 24 hours; and the reason is that we want to keep the process moving for you. Candidates expire and they get other offers. We want to be able to keep things moving for you. Is a 24-hour callback realistic for you?"

And then, you get into a dialogue. In the dialogue, you could negotiate or decide how to communicate with each other. Maybe they want you to call their cell phone after hours or whatever. You work something out. But you have that conversation in advance.

The other thing is that I always tell clients, "I'm going to call you for one of three reasons: 1) to clarify the specs; 2) to present somebody who I think is worth your time; and 3) to ask for feedback about a candidate. Generally speaking, those are the only three reasons I'm going to call you."

And you can also say, "Most of our calls are probably going to be 5 minutes, maybe 10-minutes tops. That's the truth, right? Most of your calls are pretty quick. They're in a hurry. You're in a hurry. You've communicated some information.

So, if you help them to know what to expect from you, you're much more likely to have them pick up the phone rather than let you go to voicemail.

The other thing is to make sure you work on things that have the three most important things. The three most important things for a search assignment are urgency, urgency, and urgency.

So, if you've got urgency, then, you've got a leg to stand on. If you don't have that, you have to decide how much effort to put into it based on how urgent it is.

And there are a lot of other things we could talk about. I've got to get to some other questions here, but those are some things to think about with regards to timely feedback.

Shelley: Jerry St Onge from Princeton, New Jersey asks:

"Given your perspective of the market dynamics, what do you think about the idea of expanding into providing services to candidates coaching to help them secure the dream job for a fee?"

Gary: The question is should you offer paid services to candidates? This is something I've heard a lot about over the last couple of years. It makes sense that we would think this way because of the conditions of what has been going on.

In most cases, I would say this is a bad idea. It doesn't mean it's a bad idea for everybody; it just means that, anecdotally (from the people I've seen who have tried it), it generally is not worth the time because you have to measure it against your average fee.

So if your average fee is \$20,000 dollars and you're trying to squeeze money out of a guy who was laid off or somebody who, obviously, doesn't own his own business and is desperate enough to pay for services to find a job, then, the numbers don't really add up.

The other thing is that there's no repeat business from that. If you work with some of the marketing strategies I've talked about and you develop business with clients who can give you repeat business, the real lifetime value of a client in our industry is hundreds of thousands of dollars if they're real long-term clients who pay you fees whereas from a candidate who just doesn't make sense.

It can make sense, I guess, if you have a package. So, if you said you have a \$995-package that's very specific and doesn't take a lot of time, then, that could be a profit stream.

The other way to test this or dip your toe into it is to become an affiliate for someone who has an existing candidate program which is what I'd recommend. Work for as a reseller for someone else's existing product first, as a test.

If you're making thousands of dollars from that, then, you might think of developing your own program. Chances are, you're not going to; and so, you're better off staying on the phone and developing business.

Shelley: Greg from Tampa says:

"Sometimes, it seems I just do not want to get started in the morning. How do I get and stay motivated?"

Gary: This is another big thing that comes up over and over again. It's the mental part of being a recruiter or an owner. It's just a mental part of having to be a salesperson who has to be the proactive force in a sales process. And if you think about this, you'd probably realize that recruiting either is the best thing since sliced bread, which is when it's going well or it just sucks and you're never going to make another placement.

It seems like there is a continuum that people tend to go to the edges of those. And so, if you haven't made a placement and you're in a slump, then, there's just a dark cloud over you. And if you've made two placements in two days, then, you're riding high.

So, you have to understand, to start out with, that if you're feeling that way, that's not something that is unique to you. There are ways to even out

those moods; and I would highly recommend what Tony Robbins calls “state management.” That is imperative if you want to be somebody who has consistent emotions that are leading you to success.

But one thing you can think about ... as a matter of fact, you can do this right now. Grab a blank sheet of paper and whether you're a recruiter or an owner (this makes more sense if you're an owner or a solo recruiter; even if you're a recruiter working for someone else, this is something that you can think about), draw a line down the middle of the page from top to bottom.

On the top left, I want you to write: Things that I love doing, are highly leveraged and highly profitable. And on the top right, you're going to write the opposite: Things that I hate doing, are not highly leveraged or are not highly profitable.

So, Greg, one of the ways to be motivated is to make sure that you enjoy your work. I was talking to one of the interviewees whom I did an interview did and he said, “If you don't love the business, you probably should find something else to do because it's too difficult of a business for someone who has very mixed feelings about it.”

I would add to that that you may love some of the business and not other parts of the business. So, in my case, when I started my own recruiting company, I quickly realized that I hated recruiting. I should be clearer: I hated the initial stages of the recruiting process.

So, marketing for search assignments, I was fine with; client schmoozing, I was fine with; getting the order, I was good at. But when it came to that point in the experience where it was, “Okay, we've got to start from scratch to make phone calls to find somebody who is interested,” for me, that's where it was drudgery.

So, I made two sides of the page. I found that initial recruiting calls are something that I loathe; and so, I decided to pay someone else to do that.

If you're an owner or a solo recruiter, the left-hand side of the page is your job description; the right-hand side of the page is someone else's job description. And you can find people to do work for you very inexpensively, and that's partly based on the economy. It's just based on the way that work has been distributed.

Over the last ten years, it's really distributed all over globe. You can find people very inexpensively to do a lot of different things for you.

As a matter of fact out there's a site called fiverr.com; and in that site are people who would do all sorts of random tasks for you for 5 bucks. That's literally how cheap it can be to find someone.

So, in terms of motivation, let's say, you wanted to pay somebody \$5 dollars to call you every day at four and scream at you about what your day was like or what you didn't accomplish. I wouldn't pay for that but some people do. You could pay somebody to call you and ask you how many send-outs you got today and how many calls you made.

One of the things that another Pinnacle Society member whom I interviewed said when I asked him, "What gets you out of bed in the morning and what makes you excited about this business?" money always comes up. Almost every recruiter is motivated by money.

But there are two that I talked to and I wrote down what they said. One of them surprised me. He said, "I love helping my candidates. Of anything else, even more than my clients, I love helping my candidates because when I help a candidate get a job, I've affected his entire net worth.

If I help a giant corporation get a person, I've affected a tiny piece of their organization whereas on the candidate side, I've affected a huge piece of his life and his family's life." And he was passionate about helping candidates. That really got him excited.

Someone else I interviewed who is also a top producer said he wants to go mountain bike riding every day at four; and he's passionate about traveling and taking road trips. That gets him excited about getting his work finished, getting out there, and doing it.

So, the other thing you can think about is to find your passion somewhere else, let's say, if it is not happening for you in recruiting.

I started rock climbing back in the spring of this year and found a little sub-niche of rock climbing called "bouldering" which is basically climbing without any ropes. It's sort of free climbing. And I've gotten into that pretty deeply over the last six months.

That's given me a lot of energy for my business as well because I've been excited about something. I've been excited about finishing up my work to

be able to go climbing and planning trips specifically around where I can go climb. And I've got to be super efficient to meet my goals financially business-wise in order to do that. The energy I'm getting from rock climbing is being funneled into my business.

So, if you're banging your head against the wall with your motivation in your business, find it somewhere else. You've got to get your mojo going. You've got to get your energy popping.

And so, it's best that you can do that within your job; but, sometimes, you can't. So get it going somewhere else, and then from that better head space, you might be able to make some decisions.

Shelley: Heather from Willmot asks:

"How do I get past the voicemail and have a direct conversation with hiring managers?"

Gary: This is another one that we picked because it comes up a lot. Some statistics have seen that as much as 80% of the time you're going to get voicemail.

People have different strategies for how to deal with this. Mine is more of what I call the "mystery messages approach," meaning, you leave something that's intriguing and brief without giving a lot of information.

The caveat to that which you might change would be if you are marketing a candidate and you know for sure that that candidate is going to be in high demand and of interest to that hiring authority. Then, you'd want to leave a bulleted message that will titillate, basically, about that candidate.

That's an instance where you would be specific. Most of the time, I choose not to be specific.

So, let me give you several approaches (some of these are mine; some of these I've heard from other people) that you might want to write down.

One is very simple. You say, "Hi, this is Gary Stauble. I've heard great things about you. I need to talk to you about a confidential matter. Please give me a call at blah, blah, blah. Thank you."

Obviously, that falls into the category of a mystery message.

Another sort of wrinkle on that would be this: "Hi, this is Gary Stauble. My phone number is blank. It's about 11 a.m. on Tuesday. Please give me a call when you have a moment. I have a quick question for you. Again, my number is blank."

It's another mystery message. I'll repeat that: "Hi, this is Gary Stauble. My phone number is blank. It's about 11 o'clock on Tuesday. Please give me a call when you have a moment. I have a quick question for you."

If you don't like the idea of being so mysterious, here's a really brief one that actually gets pretty decent callbacks. Here's what it is: "Hi, this is Gary Stauble. I'm an executive recruiter. My phone number is blank. If you could call me before 2 PM, I'd appreciate it. Thank you."

Again, "Bob, this is Gary Stauble. I'm an executive recruiter. My number is blank. Please give me a call before 2. Thank you for very much."

In that one, it's less mysterious because you're telling that you're a recruiter. The reason, I think, that works pretty well, sometimes, is because they don't know if you're calling to recruit or if you're calling to do business with them.

So, if it's a hiring authority, one benefit of not stating your purpose even if you say you're a recruiter is that maybe they're unhappy in their position and they're looking to leave; and so, if you leave it open like that, they might think that you have a position for them.

That's the approach that I typically take. If you're a member of our program, we actually have a whole list of voicemail scripts that you can test and experiment with because they change over time, and they change depending on the type of industry you work in. So, that's something you might think about. It's experimenting with your messages. And, hopefully, in our new discussion forum, that can be somewhere where people can troubleshoot scripts that work.

Timing-wise, we're at the end of our call. Shelley, why don't we do one more question here, and then we'll wrap up.

Shelley: Skip from Chicago:

"Dealing with HR/patience/understanding, that this is just part of the process, it seems it's always challenging. I'm looking to re-frame it from a more interesting aspect part of the game."

Gary: Shelley, you were breaking up a little bit. I'm going to repeat that back because I understand that question but it's phrased a little bit oddly. So, I want to make sure that people understand.

Basically, Skip in Chicago is saying that HR sounds like a thorn in his side and how to improve a relationship with HR. Skip, if that's not what you're asking, I apologize; but I think that's the just of it.

One thing that I like to talk about when talking about HR is a Taoist proverb, and the proverb goes like this. This isn't word for word. This is my memory of it.

Basically, the idea is that the river is mightier than the mountain, and the reason is that all of the water runs into the river because it gets lower than the mountain, the keyword being "lower than the mountain."

So, what does this mean in relation to dealing with HR?

It means that if you can get underneath them where you don't appear to be an enemy or you don't appear to be someone who is a threat, you can, then, draw them to you.

And this is the same approach that I take with objections or marking objections. It's to get underneath those objections rather than "overcoming objection" because overcoming an objection rarely works. Even if it's obvious that you're correct, if you get somebody's ego involved, you're screwed. So, the whole idea is to try to not get someone's ego involved.

Shelley and I use some language when we're dealing with an irate person. In our business, we say, soothe the person because we want to do that. Think of it as diffusing a bomb. You want to diffuse the bomb without it ever going off. And so with HR, this is a good way to think about it.

In relation to that, I'm basically saying feed their ego. Let them know that you're not a threat. Let them know that you see them as a decision maker, as somebody who is important. Try to be their friend.

And that could mean different things. It might mean meeting them in person. It might mean taking them to lunch. It might mean that you have to copy them on emails that you send to the hiring authority.

I've brokered that kind of a peace agreement with HR people before. Maybe I was dealing with a hiring authority for three years and somebody comes in HR and puts a lock down and says, "No more dealing directly with hiring authorities."

I will try to soothe them and let them know that I'm not a threat. An easy way to this, by the way, an easy phrase to think about for any objection is: "That's not a problem."

You could be like a parrot—"That's not a problem. That's not a problem. That's not a problem"—because you want them to feel like that's not a problem.

"By the way, how would you feel if all communication went through you but I'd just talked to the hiring authority periodically to confirm a few items; and if I do, you will know about it because I'll CC you on all communications. Would that be okay?"

Sometimes, that works; sometimes, it doesn't. It depends on the situation; but the point is to try to get underneath them and try to diffuse them seeing you as an enemy.

The other thing to think about is that if you're dealing with an HR generalist, they hate recruiting. They do not like recruiting. Recruiting is a thorn in their side.

And so, a phrase that I heard from Doug Beabout was: "We work as an extension of your department." And that works very well. "We work or we act as an extension of your department. My job is to make your life easier."

I've talked to you before about the conversation for unbundling your services, and I said you could say to an HR person, "What keeps you up at night?" and you have to get into more of a friendly dialogue in order to do

that; and it may take a little work and not everybody is going to be open to that.

If you've got someone who is just an ass and they won't work the way you want to and there's no opportunity, then, move on. It's not a matter of trying to work with everybody. But I think you can get more done with more people if you look at them as someone who needs to be soothed, and made peace with, and tried to accommodate.

That is the end of the live portion of the Q&A. I just want to recap what I've covered so that you have a review and this really sinks in.

The first thing I talked about was the question regarding MPC calls versus ordinary calls and I said that the fastest way to a send-out would be to market a candidate. I said the fastest way to sound like an expert in a new field would be to market a candidate.

Part of the reason for that, I mentioned, is that candidates have an expiration date just like your milk does. And so, that gives immediacy to that call that you don't get with a general marketing call.

I also talked about downplaying the language when you make that call so that you could say, "I think the two of you should meet" or "I think the two of you ought to have a cup of coffee" or calling it an exploratory meeting in order to turn down the heat on the language so that it makes it easier for that client to say "yes" to you.

I talked about being a talent scout and avoiding being a career agent, avoiding being Jerry Maguire so that you see yourself as someone who works for the team, and they will feel that from you when you make that call.

One of the things I'm not sure that I did I mention but I want to make sure that I do now as I wrap here is regarding this question of marketing candidates. You can have candidates do the leg work for you, and this is a very powerful thing.

You can collaborate with your candidate and just be honest and say, "Look, my time is short. I've got a lot of candidates in your position who are looking for me to spend time with them. Part of what will help me to

commit to you is if you can show that you've got some skin in the game as well.

So, if you can come up with 10 or 20 companies that you'd like me to market you to and send those to me preferably with the name of a hiring authority, then, I will do the leg work.

I will get in touch with a hiring authority. I will advocate for your skills. I'll make a formal presentation. Your resume will not end up in Human Resources, and I'll get back to you and tell you 'thumbs up' or 'thumbs down' what the result is. And this is going to be a hundred times better than you trying to submit on your own."

And you might actually follow up with some real statistics about that because the truth is that you've got a much better chance of getting a clear answer for them quickly than they do by sending in a resume through a website.

I don't have the recent statistics on that but they are gruesome. When you look at someone who is just sending in an unsolicited resume or even a solicited resume, let's say, from a website of a company posting up a job, something like 86% or more never hear from the company. It's literally that gruesome.

So, you just have to sell that, present that to your candidate, and get them involved. This would, obviously, be only with candidates who are worth your time. But that's one way to get them to do the leg work for you and get them to come up with actual companies for you.

And the other thing to do is make sure to tell them that before they send a resume, if they hear about a job, if they get referred to something, if one of their friends tells them about a job, to contact you first; and, again, you've got to give them the rationale why they would do that and why it is in their interest to do that.

So, you're going to sell those statistics of the fact that they're going to end up on a stack on a clerk's desk versus being formally presented by you.

And then, the ethical thing for you to do is that if you get that list from them, you go out and you try to market them. If you're not successful, you're quick to get back to them, hopefully, within 48 hours and tell them what the result is; and maybe they should go in on their own.

The other thing that I mentioned was the “pink spoon” idea. So whatever you can do to get in with a client easily, that is a small step for them. It's just like the pink spoon; the analogy is Baskin-Robbins. The easiest thing in the world to sell is a free scoop of ice cream.

So, you've got to find your own version of a pink spoon which could be any number of things but it's going to be smaller than a full retainer, let's just say.

The second question that we talked about was the question about getting feedback on candidate submittals, getting timely feedback from your clients and how to speed that up.

I mentioned the Pinnacle Society member whose criterion for a contingency search is that she has to have interview times in advance.

And so, that's a very easy one for you to put into place. You could do that immediately, and you don't have to be as extreme as she is where you don't take a search. You can just be honest, though, and tell them that you're going to prioritize them differently because they're not giving you interview times in advance.

So, it's a great piece of leverage. It's a great task. The truth is—anybody who is highly motivated to have you work on something should be able to give you a couple of slots. And you're always going to tell them that if you don't come up with somebody, they're going to have, at least, 24 hours notice of that so that they can fill that slot however they want to. But it's a great test.

I told you that you're going to set the tone with your clients. They're going to treat you the way that you teach them to treat you. So, a lot of this is just how you come across, whether you seem like an incredible person, and whether you're working with people who want it more than you do.

The other thing that I mentioned was: Don't work with people who don't have a sense of urgency. Don't try to manufacture urgency. Don't try to tell them why they should have urgency.

They have to sell you initially on the fact that they truly do have urgency in order for you to work on the position.

One thing I didn't mention is that if you want a system, you could say "two calls, one fax, move on."

I don't think I mentioned the fax idea, but the reason you may want to use a fax machine is because it's an actual physical object. Let's say, you faxed it to ... maybe you're working with the CFO or the IT Director. You send in a fax saying, "Hi, Bob, I've left you two messages. The search is on hold till I hear from you. Please give me a call. Thanks, Gary" and you handwritten it in large handwriting.

The reason, of course, is this is different and it's much easier to delete than email. If the fax comes into their general number, maybe a secretary picks up the fax and puts it right on the top of their desk. So, that's another way of getting in front of them.

And if you have some type of criteria (like I said, "two calls, one fax, then move on), then, you're not going to spend time with people you shouldn't or, at least, you're going to minimize the amount of time you waste.

The other thing I'm not sure I mentioned is testing the search before you work on it, and that's a really important thing to do. I've talked about this before but "testing" would mean that when you first take a search assignment, you tell them that you are going to come up with one person whom you think is a great fit, and that you're going to stop all search efforts so that they can tell you whether or not you're on the right track.

So, it's a way of saving them time. That's how you're going to position that. But you're going to pre-close it. That means cover it in advance. On the initial call, it's untested and you don't know whether this person is serious; you don't know whether they're going to call you back quickly. And so, you're going to tell them, "It's important that you get back to me quickly after I submit that initial candidate because I will not be searching any longer on your position until I get confirmation that I'm barking at the right tree."

Then, when you submit the candidate, you're going to remind them of that fact; and then, you do what you said you are going to do which is to stop all search efforts.

It doesn't mean you can't continue sort of out of the corner of your eye looking for someone. But in terms of hard core searching and going outside of your database doing original research, you're really not going to do that

until they tell you through their actions whether or not they're worth the time.

So, that's another thing you can add on to that list. The concept of pre-closing is very, very important. You want to always pre-close things so that when they happen, they happen in the way you want them to happen.

The third question I dealt with was perspective on marketing talking about, specifically, whether it's worth it to add to your list of marketing products or services that you offer something where you are dealing with candidates for a fee. And I've told you that in most cases, it does not make sense to do that because you're trying to squeeze money out of someone who probably doesn't have a lot of money even if they do and can't really become a repeat customer.

The next question was about motivation—how to stay motivated, how to get motivated—and I talked to you about the different aspects of the business. You might want to orient your time specifically around the parts that you love, are talented at, or are excited about. That's what I've done throughout my career or I should say, throughout the time that I've owned my own business.

And that's a really important distinction. If you own your own business, you have the ability to orient your time around things that you're passionate about; and when you do that, you're more successful. I've rarely met somebody who is highly successful who doesn't have a passion for what they're doing. And so, it's very, very important.

One thing that I don't think I mentioned that you might want to do with regard to that one ... a couple of things you might want to things about:

One is to find an accountability partner. I've talked about this on another session. It made a very big difference for me. We have an accountability session in our discussion forum. So, if you're looking for someone and you're willing to take some risks and experiment and see whether or not you could find someone who might be a match, I highly encourage you to follow the directions inside the member's area regarding how to work with an accountability partner.

If you can't find anyone through our program to be an accountability partner with you, then, work with someone who is not a recruiter. That's okay, too,

if you really follow the system that I've outlined. It's actually just a matter of setting and achieving goals over a specific period of time.

So, if you're meeting every two weeks, it's really, "How did you do with the goals you set last time and what are your goals for the next two weeks?" It's that check-in system that is very powerful for people. It's very powerful for me and most of the other people who have used this system.

So, in terms of that idea of how to stay motivated, that is a very good way to work into your schedule.

The only other thing I would mention regarding that issue is creating a specific morning ritual that happens before you get to the office to where you're really orchestrating what happens from the time the alarm clock goes off to the time you step into your office, and looking at that as being the foundation for the way the rest of the day is going to go.

And so, it's building in things that give you confidence and building in things that give you energy. I may have mentioned this before but I spend an hour pretty much 99% of every morning just enjoying coffee, and I have coffee from a French press with beans that we grind; and then we make a pot of coffee out of it. And there's a pot for me and there's a pot for my wife; and we sit down and we might talk or I'll just read articles or things that I'm interested in, not business related, but just things that are fun for me to do. And I'll spend about an hour doing that every single morning.

You may not be able to take a full hour to do that, but it's kind of like working a mini vacation into my day before I even start the day. This happens, let's say, between six and seven in the morning so it's not happening during prime hours and I'm already showered and ready for the day.

But the point is that I start the day with a feeling of time abundance. I start the day with a feeling that I've already had kind of a mini vacation.

And so, that's just one example. It could be working out. It could be meditating. It could be some type of spiritual practice or whatever it is that is going to get you into the right frame of mind where you feel solid as a person. That's another thing that can help with your motivation.

If you arrive at work and you're tired, frazzled, and spazzed out, and then you're trying to find motivation to work, you're just setting it up to where it's that much harder and it's unnecessary.

The fifth question was regarding voicemail. I gave you some specific examples of what to say. One of those I mentioned was, "Hi, my name is Gary Stauble. I heard great things about you. I need to talk with you regarding a confidential matter. Please call me at this number."

If you haven't tried that one, I'd strongly suggest you try it. And that's the thing with voicemail. Try things out. See what feels natural; but, in most cases, a mystery message is better than being explicit.

And then, the last topic was dealing with HR and I've told you the Taoist principle that the river is mightier than the mountain because it gets lower and by getting lower, all the water eventually runs into the river; and, therefore, it's more abundant and wealthy.

It's the same thing here. Get underneath their objections. Don't make them feel threatened and try to be their friend. Feed their ego a little bit. And that's a much better way to get what you want.

So, that is it for this session. I hope you got value from it. And if you have any questions or comments, you can always email us at information@therecruitinglab.com.

In terms of future sessions, I might do this Q&A format again in the future. It's really something where I try to take the questions that I hear over and over from you, guys, either through the discussion forum or the questions that people submit or when I do seminars or give presentations where I hear feedback.

So, whatever those questions are whether they come out in a seminar like this or they influence the things that I write, I always do try to take into account as many of the themes that I hear. So, make sure you keep in touch with us and I will see you next month—same time, same place—for another audio.

Bye-bye!

ABOUT GARY STAUBLE:

Gary Stauble is the Principal Consultant for The Recruiting Lab, a Consulting Company that provides Recruiting Professionals the Training, Tools and Systems to make More Placements with Less Effort. Gary offers several Free Resources on his website at www.therecruitinglab.com.