Episode 72 - Add $100k to Your Billings by Avoiding this Mistake Transcript

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Welcome to another episode of The Lone Recruiter podcast. I'm your host Brett Clemenson and if you're a recruiter out on your own or just lacking general advice or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the strategies and the support you need to become the very best lone recruiter. So join us

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grab a cup of coffee and let's take your desk to another level. Now today's episode is

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about how do you take your billings to the next level. Okay. And we're always thinking this as recruiters, but I've got a really simple quick episode on this, and it's mostly from an observation I've had in this office over the over the past with a particular individual who will not be named today, but they've done no wrong.

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They're one of the best, most consistent, most experienced recruiters you've ever met and yet he made a vital error this year when it came to his billings. Right. So let me give you some context and this might resonate with you. 400-500k biller traditionally, just very consistently said to me at the beginning of the year, I want to go to the next level.

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I want to go you know, six. I want to get to the six. I want to add another 100 grand to the mix. So for simplicity's sake, let's just say you're a 400k biller and you want to get to half a million. So another 100 grand on top, right? What's wrong with that? There's nothing wrong with that.

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I was like, mate, support it. Great. Love it. Let's go. The error that was made and I want you to really, really let this one hammer home is that that consistency that this guy has in making that 400 grand a year was you could almost set your watch to it, like he would make he makes he makes you know very consistent placements.

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They're very, you know, medium sized deals. They're very predictable. And so whatever he's doing as a process works for him in the context of 400, in the context of 500, he's there scratching his head going, How do I get it to the next level? Now what he has done is completely he came in with a new strategy and went, If I want to go to the next level, I need to change everything that I'm doing at the moment and redesign my approach.

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I need to find more time. So everything he said was true. Everything he said made sense and we said we signed off on it. We said, let's go, I'll support that. Tell me what you need. Let's go. We get halfway through this year and he just comes in and goes, I fucked it. I'm not. I'm not.

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I'm going back to the old strategy. I see why, What's happening? And he goes, It's just not working. I'm just not getting the money. And it's actually I'm behind where I should be in the year. So good on him. Self-aware readjusted went back to his old ways of approaching the market and his strategy I won't go into, within a week he's back on the track making these deals.

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So I sat down with him the other day and I said, I think what you did wrong this year wasn't changing your strategy. It was changing your entire strategy. The idea of going from 400 to 500 is a great idea, but we need a 100k strategy, not a 500k strategy. Does that makes sense? So we don't if you're going to increase your billings and you can go, I normally make 400, I now want to make 500.

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Don't go and change your strategy to reflect a 500k strategy. Lock in the 400. What you're doing is working. It's working really well for 400. So let's keep that there. How do we get another 100? That's a different strategy. And they always say it with wealth. Making money, making your first thousand dollars is a different strategy to making your first $100,000 and making your first $1 million is very different to making your first $100,000.

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And then if you can make $1,000,000, great, But you're going to make $10 million. You can't just keep doing what you did to get to a mill. Because you'll only keep getting to a mill. So same with billing if you're a 400k biller, that's a good strategy for 400k, let's keep that there. Maybe what you do is you go, How do I automate some of what's happening here?

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Or how do I tighten it up so that I'm not waste so I can steal a little bit of time. Are there any activities you're doing that are just an absolute waste of your time? It might be booking meetings, it might be I don't know, references, I don't know what it is, but there's always time efficiencies you can have on your desk, but don't change that strategy.

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If you're making 400k a year. That's a good 400k strategy. What you want to come up with is what's a 100k strategy on top? What's the cherry on top? That might be a completely different strategy. And when you think of it, when you partition it and think of it in that light, your brain goes to a different place.

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And I can guarantee you, I don't know what the answer is for your desk and your exact situation, but break it up like that. Clarity. Okay. I'm currently making this with the current strategy I have. I'm going to keep that going for now. I'm just going to focus on that top then, how do I get an additional 100 grand in?

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That's not hard because my brain goes, I'll do one extra project a fortnight and I'll do it after hours. That's 100 grand, you know what I mean, like your brain goes to a different place. Whereas if I had to redesign my entire strategy to get to 500, I'm redesigning everything, trying to squeeze more into my day. I'm trying to do things differently.

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I'm trying to approach clients and candidates in the market differently. I might pile into ads all of a sudden and disappear from some of the strategies on the back end of Seek or on LinkedIn or whatever that is currently working. And I'm going to put more bucket here, people will make mistakes if they try to redesign their entire desk.

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You're making money be really happy with that. What you're trying to do is, is stretch yourself to the next level. So plan the stretch. Don't redesign your entire desk. That's my red hot tip for you today. I hope you got something out of it. If you did, please share it, like it, subscribe. Give us a love.

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Give us a comment. Helps us grow. I keep saying and I'm going to keep on saying it. Have an amazing day and may all your deals come true.

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