

Episode 63 - What Does Being Number 1 Mean for You? 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 guidance, you've come to the right place. Our episodes are designed to give you the motivation, the support and the what is it, the mentorship, to make you 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, I want to help you on your big picture where you're headed and where are you now? This has come off the back of an internal, you know quarterly conference that we just had and we did a whole session around Where are you headed in terms of your desk and your business and where are you now?

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And understanding what the gap looks like. So a lot of people they kind of know what they do as a recruiter, kind of know their targets and about what they're chasing. But what does that look

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like? And so I want to help work that out with you today. I'm not going to put a lot into this episode. Actually, if you want to get the most out of today's episode, you're going to have to put in the work and it shouldn't take you long.

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We put an hour on this and we buddied up and we worked it together. And when we came out at the end, everyone was quite vitalised by that experience. So I want you to ask you, we started with this and I want to ask you this is - what does striving to be number one mean to you and your desk or what is being number one mean to you and your desk?

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I don't think anyone in recruitment goes out to be average. No one's intention whenever they do anything is to be just average, particularly in recruitment, because we see the people who are doing well and we see the amount of money that we could be making and we go, I want to be like that. Guarantee it. And if you're listening to this podcast, I definitely guarantee it because you're motivated to get external, you know, motivation.

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You're trying to hone your craft, you're trying to develop yourself. So I'm fairly confident if you're listening today, you want to be number one in what you do, but what does number one actually mean? The challenge that we have as recruiters is making that tangible. How on earth do you say you're the best recruiter at what you do?

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And I think what what we want to work on is being able to articulate that. Okay, So it's things like and this feeds into the next bit, right? Which is where are you headed? Right. And like, what does it look what does your desk look like in two years time? If in two years time you nailed it and you have it down pat, what is it that that looks like?

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And why does that mean, your number one in that area. So let me give you some examples. So if I were to start a desk today, right, and I wanted to start in I don't know, let's just call it bus drivers. I want to be number one recruiter of bus drivers. And I'm saying bus drivers because everyone knows what that is.

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I could have gone tech engineering or whatever, but it gets a bit lost. But bus drivers, people understand, okay, so if I now know that in two years time I want to be the guy for bus drivers, I also want to be able to say, in what jurisdiction or what location. So do I want to be number one recruiter for bus drivers in Sydney and within Sydney?

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Am I doing just the northern beaches? Am I doing just, you know, the Sutherland Shire or am I doing all of Sydney? We want to be able to articulate what we want. I'm thinking two years time I can get some automation into the piece, I can have my projects and LinkedIn set up, I can probably have a database pumping.

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I'm going to have a good set of clients. I really think that I can probably make, you know, three or four placements in bus drivers a month in Sydney. So then I go to three or four. Is that okay? No, I probably want to, I'll probably want a little bit more. Maybe I should look at Newcastle and maybe I should probably look at Canberra.

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Actually, the more I think about it. Yes, I want to be, I want to be New South Wales, but like in the key towns, I want to be the number one for Newcastle, the number one for Central Coast, the number one for Sydney and the number one for Canberra and Wollongong. And if I can dot those five or six cities then I

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reckon and I dominant and what I mean by dominate it, is that clients call me first port of call when they go to recruiters. Who is the recruiter they call to get bus drivers? This is one example I understand and so then I can point to that and go, I'm number one in these areas for bus drivers, I understand that some markets are so big, it's really hard for you to say I am the guy or I am the girl.

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I get that too. So let's just take IT for example. It's massive, to say that you are the number one recruiter in IT, is impossible because IT is so diverse. You've got so many different niches, you've got so many different client types. It's really hard to actually say that. But if you're able to say I'm the number one provider of security consultants in the Parramatta region or in Sydney region, then you know, that's possible.

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So if you at any point go it's too hard, there's too much competition or whatever. You need to just find your patch, find the bit that you are going to dominate, okay? And just keep working it out. So find those little things you're going to dominate in, fast forward two years and go, is that going to be enough in two years time?

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No, because once a dominate that I'll probably then peel away and go into this part of the city and dominate that and da da da da. So it's really being able to articulate what you want to be number one in and then what does that look like? And then comparing that to where you are today, what does your desk look like today?

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Are you doing that now? Are you dominating the space you said you want to dominate? No, because we're starting our desk. Right? So if we're just starting our desk, what's the first step I can make to put me on the path to where I want to be in two years time? So knowing where you want to be in two years, knowing where you are today and putting in steps.

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So this month. Okay, I know I want to be Australia wide looking after this skill for this type of client. Well, I'm going to start in Melbourne, I'm going to start in Melbourne, it's my hometown and I'm going to do that. And once I've got the full client list up and running. i.e I've got everyone's phone numbers and emails and I can contact them and get CV's in.

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I've got all my projects set up on LinkedIn so that when I do get a brief, I'm boom, I've got my talent pool set up not just in LinkedIn but on my CRM or whatever. So you've got the client side, you got the candidate pool ready to rock and roll, and there's some sort of automation now because it's no longer building out those lists.

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It's just working through them. Once you're working through a list and you're in that rhythm of okay jobs in, you know, brief is out, candidates in, job offers out, closing deals, and you just kind of repeating this sort of thing. It's not really growing the client list, that's your cue to go, okay, it's kind of in motion now. How much time have I got a week that I can add to a new market?

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So now we've got new market development. Okay, let's go to that second phase that's just up the road. But it's just up the road. But I don't have the clients. I don't have the projects set up in LinkedIn and you just keep repeating this process of client lists, projects on LinkedIn, getting your talent pool set up, getting your contact list, ready to rock and roll, and once they're built and you're starting to get traction, you're starting to transact and you've got that rhythm going, clients starting to see who you are and you go, Cool, that's now just in automation mode.

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I've got two locations I'm working on, great, or two areas that I'm working two specialisations that I'm working in. You go for the third. Whatever your end goal is, you want to every month be going, What am I, what's business as usual? And then what's growing? Okay, and then in two years time you're going to look back and go, my goodness, I have got this whole country or this whole area.

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Everything I wanted to do, I'm covering and I can point to it and go, I'm number one in that. Little side note. Number one, going on terms of what are you number one in? It doesn't have to be an area like jurisdiction. It could be a client. You might identify three key clients and go I want to be the person, the go to person for these three companies because, you know, within that you've got a lot of work that's going to come out, a lot of repeat work or whatever.

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So being number one for a particular company is also something that you could articulate or being the number one recruiter for this skill set specifically, you know, and whether that is for using, you know, taking those candidates to consultancies or to end users or to government or whatever, the power of being able to point to and say, I dominate this space, it will flow through all your advertising, it will flow through all your marketing, it will flow through all your client pitches.

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Before you know it, you are the person because you're saying you're the person. There's just so much power in it. When you go and see a client or you speak to a candidate and you're broad and vague and they don't know what you do, there's no power in that. There's no power in it. When I started ALRA all we did was residential property valuers

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in Sydney. That was it. Before we knew it, we had regional New South Wales, we had Melbourne, we had Victoria regionally and we were hiring people into those markets and then from there we went, That's a great, solid foundation. We pushed up into the big institutional brands, CBRE, Colliers and the likes of doing more, the bigger valuation things.

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That market certainly shifted since then, but it was we started small and we built it out so that we were the dominant player and then we moved and we did it to the next town on next specialisation. And I can tell you now when we were marketing, it was like, we've done this many placements.

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This is what we do. No one else can touch us. Look at our advertising and to this day we dominate that space. And so if you can do that for yourself, I can tell you now, life gets easier, leads come your way, jobs come your way, new clients come your way. Candidates come your way and it barely feels like you're working for it.

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i.e you're not headhunting, you're not advertising. They're just coming through because you are the magnet to that sector. So that's all I have time for you today, I hope that helped someone. Where are you headed? Where are you now? Build a path to get there and get on with it. Have an amazing day. Like us, share us, subscribe, give us a five star review.

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I want those five star reviews. If you're on Spotify right now, look at your app. Look at your app. Give me a five star review. I thank you. I thank you. I thank you. It really helps grow this podcast. It really helps other recruiters and other people searching for this content find it and we really do appreciate it. Have an amazing day.

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May all your deals come true.

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