Episode 9 TE - 5 X Traits of $5M Biller Transcript

Welcome to The Lone Recruiter podcast. I'm your host, Brett Clemenson and if you are a recruiter out on your own or just lacking general guidance or mentorship, then you've come to the right place. Our short, sharp and to the Point episodes are designed to give you the motivation, advice and strategies you need to succeed as a lone recruiter.

So join us, grab a cup of coffee, and let's take your desk to another level. Today we're going to take a look at what qualities a $1 million biller has. And I'm not talking about the obvious stuff like hard work, dedication, resilience, all the stuff we've heard before. We know. We know that it's the 1% that makes the difference in recruitment.

So I wanted to work out what is the common 1% that $1 million billers share. We all want to be one. Who wouldn't want to be $1,000,000 biller? It's not easy to do. We've all seen them in offices before. If you haven't, you know, go and try and find a place that has them, because it is quite remarkable watching them.

They are unique individuals. Right. But looking through my experience and sitting with million dollar billers, I'm not quite $1,000,000 biller but I'm close and talking to multiple people about what they think or multiple recruiters about what they think makes $1,000,000 biller and once you weed out the obvious stuff, they're driven their focus. That sort of stuff. You can start to find these patterns emerge.

And I want to share them with you. And I think you could jot these down and work out. Are you all of these? Are you one of these? Are you none of these? And maybe that can help you on a path to start really, you know, tidying up what you do and how you operate. And maybe you can work towards becoming $1,000,000 biller yourself.

So we have five traits that we've come up with that define $1,000,000 biller. And the first one, I don't even know if you call it a trait, but they all specialise. Their market is not broad. It is super, super narrow. And they are the go to person in that market. So, for example, we all say we specialise, but I know the difference between specialising and specialising.

I've seen it, right. So you'll have people say, Oh, I specialise in IT. You specialise in IT? You specialise in what every business needs across every technical discipline, across architecture versus engineering versus development versus front end back end. You can't that's not specialising. Specialising in a market is not specialising, specialising within a technology is specialising and even furthermore, specialising within a sector, specialising in a technology, specialising in location and in specialising in an employment type where it's consultancy, or end user, in-house, government, you can keep going nicher and nicher.

And the more niche you can go, the more valuable you will become to that pool of people, whether it be the client side or the candidate side and the one, you know, the number one thing that all million dollar billers have is their absolute depth in specialisation, location, the technical expertise, even the level they keep quite narrow. So that if you are a senior civil design engineer in Sydney who focuses on doing road design, well, you know who to go to because it's probably only one or two people who can say that that's all they do.

And obviously you need a market that can sustain enough placements at such a niche level. But if you can find it, make it your space. Don't be an engineering specialist. Be a roads senior engineer in Sydney specialist. Right. So that's number one. Number two, I love this one. This is actually the one that prompted this podcast. I saw someone talk about the line that gets blurred between professional and personal relationships.

So top billers have a very great ability to become friends very quickly with people. And there is really a blurred line between this is a professional transaction and I could actually go and have a beer or go and hang out with you on the weekend. Maybe that's an alignment with the market. Maybe you really resonate with these types of people or personnel in that market or sector which a whole another point.

I know that people do suit certain industries. But yes, there is certainly this blurred line between treating someone as a candidate or a client and treating them as a friend or just someone you want to help out. So whether that's a trait that means they are very quick to connect with people. Probably it's very hard to make that tangible, but making the extra effort, making sure you understand what motivates them outside of work and what really makes them happy.

You're going to connect with people anyway. But I do notice that these people are .. oh what are you up to this arvo? Oh, I'm having beers with such and such, I placed him last year and we're just going to catch up... like they just, it's a very blurred line. I think it's a nice I think it's a lovely place to be.

If you can be in an industry where the work you do, you can genuinely, you know, make friendships out of it. So don't be afraid to make friends with clients, don't be afraid to make friends with candidates. Some people think it's a bit weird, a bit taboo. I don't think it is. I think it's wonderful. So that's number two - there's a blurred line between professional and personal relationships.

Three and this is just my observation that and I could be wrong. I'd love to get your input if in the comments or whatever, but you kind of assume if you've never seen $1,000,000 biller you kind of assume that they have this big bravado, you know, big dick swinging sort of ego, you know, bigger than life sort of personality.

But the reality is the million dollar billers I've met are actually quite reserved, the quite quiet, the kind of a quiet achiever, whether they're just busy because they're doing 70 placements or if it's actually a personality trait. But they're not they're not gloating. They're actually quiet achievers. They're quite humble in in, in how they carry themselves around the office.

You know, it's just a quiet confidence. And I quite like that, you know, like to the point where I'd probably struggle to get them on to a podcast because they probably a little bit happy to just, oh, no, it's a bit nerve wracking. So that was an interesting observation. And that's number three. Number four - I think this is super important.

They know their numbers. They know their numbers. They know that they're either in a high volume, low margin sector or they're in a high value deal value or and low volume thing or somewhere in between. But they know what they need to do day to day, week to week to hit the numbers. And they will not stop until they hit those numbers.

So not only do I know their numbers, they hit their numbers, and that's the important part. We'll know our numbers. Actually, not all of us know numbers, but we should all know our numbers. And more importantly, don't give up till you hit your numbers. And number five and the last one is that and this one. Absolutely. Absolutely. I don't think you can be a $1,000,000 biller on your own.

They have number five. They have good support around them. Whether that's above to help them with deal management or below to resource or to reference and support or admin formatting, whatever it might be, They have good support around them and more importantly, they know how and when to use it. Like, and this one's vital. Knowing how to delegate, knowing how to derive value out of people around you who are willing to help is is a huge differentiator.

And I've seen it time and time again. The million dollar billers and again, if you've seen them, you know what I'm talking about. They always have the managers in their office. They always had the girls at the front desk doing stuff, or they just knew how to motivate people to get stuff done for them. That's it. That's the number five.

One - they specialise. Two - this blurred line between professional and personal relationships. Three - despite the bravado you imagine when it comes to a $1,000,000 biller, they are actually quiet achievers. Four - they know their numbers and they hit their numbers. Five - they have good support around them and they know how to leverage it. That's all we have time for today. If you got any value out of today's episode, please subscribe, share and recommend this podcast.

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