Episode 76 - You're Either Making Money as a Recruiter or Leaving it on the Table 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

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today at the time of this being aired, it is Monday and it is four weeks until Christmas. Does that scare the shit out of you? It excites the crap out of me. Why? I love this time of year, and if you follow this podcast, you've heard me say it before that November, December are some of the best months I've ever had in my entire 17 year career.

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And I won't bore you with the reasons specifically around that, but it's just everyone's out for a party. The year's winding down, but also more importantly, there is a hard deadline. There's Christmas is coming. All these like strategies for 2023 need to come into play. We need to pull them all together and a lot of that for companies is recruiting headcount.

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You might have lost a few people they're thinking 2024. I need these people in place so that we can really have a great year. There's just so many factors playing into this time of year that I just love recruiting and but the main one is it's that hard stop, right? There's that Christmas deadline. There's a reason we can push.

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We love pushing as recruiters because we all know time kills deals. But there's something about that hard deadline coming towards everyone that gets us motivated to get it done. Candidates make decisions they can go off and have a break knowing that they've you know, they've got a new job. They can really relax over Chrissy. Clients know that

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they've got their team sorted. 2024 is going to be great for us. So the worst thing you can do right now, and I am not letting you do between now and Christmas, is take your foot off the accelerator. You're going to charge. You've got four weeks to go. You're going to hammer it, you're going to charge it. I want you to get to Christmas and just go well done, pat on the back and you're gonna, you might fall in a heap.

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I don't want you to. Take some rest if you need to, but I want you to really be proud of what you've done between today and Christmas. Why? Because if you don't if you don't feel that way, if you feel like you just start getting too much into the Chrissy parties, get into the what is it? The eggnog.

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You know, you’re getting into the Christmas spirit early. You're actually just having like a two month holiday and you're going to waste a massive opportunity to make a large portion of your annual billings now. Right. So much money can be made in November, December, and so much money can be left on the table in November, December and I don't want it to be the latter for you.

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If that doesn't motivate you. I don't know what does, but this is in, in my 17 year career, some of the best recruiting times of the year. And I want to run you through how I approach that. What we're doing right now so that we can make sense of what's in front of us and then we can really, really smash it.

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Now, the number one mistake people make at this time of the year is banking on deals happening before Christmas or clients committing to something, making a decision or a process before Christmas. Right. We all have that deadline, but do our clients? So the first thing I want you to do is pull together, and this is what we've done, all of the active roles that you have and hopefully you're on a good desk and you've got a number of roles you should have at least one.

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If you're a recruiter, you should have at least one recruit, ah sorry one role you’re recruiting for. But if you're in a good market, you should have a lot. And when I say a lot. You've got those active needs. You've also got those ones that you you've kind of put to the side. I want them all. Okay.

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And what I want you to do is I want you to get all those roles together, I want you to rank them in terms of urgency. What are the what are the clients that are saying? I need this

before Christmas. I want a signature before Christmas. Like you know the ones, right? These are the ones that are going to go in the top list.

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They’re the specs that you're going to work on now. They're the ones you’re gonna put a lot of attention and energy into. They’re the ones you going to talk to your clients about and say, look, funny time of year. It's really busy. I've got you in the, we're making a decision before Christmas, are you on board bucket? Okay. And then you’re going to have a second list of roles, which is, these ones are January.

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So it might be it's a longer process. You might have a long process, you think that's going to go over the break. It might be a client that, you know those roles you have that you know, are there, but they're not they're not hounding you for them. If you ever have a senior, I'll take three. If you ever have this, I will take that. Oh we’re kind of thinking this, like they're those roles that you might sort of punt on or start to start to push push into at any normal time of the year.

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But I think they're the ones that you go, if I've got enough between now and Chrissy and I'm at capacity, then let's just focus on the ones we know are gonna make decisions before Christmas. Then that second list becomes your January-February pipeline. Okay, and so what we're going to do and just on a side note, with those January-February ones, we're going to start advertising just before Christmas.

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Putting our catch nets up putting our messaging out, you know, putting the LinkedIn messages out. And all sorts of marketing advertising just before Chrissy for those January-February roles so that all of that material is working for you whilst you're off partying, having a lovely time with your family, having Chrissy lunch and all that sort of stuff. And then we're going to focus on this first list.

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Now within that list and where this started for me is that I do this every year for 17 years I sit down about this time a year and I go, alright, what are we working on? And I’ve pulled Pete in and I’ve pulled Marie in our office and I’ve said, guys, we have about 4 to 500 grand worth of really decent work here.

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And I've pulled out ones that I think we've done a dash on or I don't think it's going to be easy to find those candidates. And we're left with the cream and the cream’s probably about three hundred grand worth of absolute cream. So we're setting a target for

ourselves that between the three of us, we're going to do 250 between now and Chrissy, you know, four weeks time, five weeks time as of recording.

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So it's a good target. I think it's a reasonable target if we're all doing the right things, all pulling in the right direction. We're allocating resources effectively. We should be able to do it. So the first thing as well is have you got anyone in your team? Have you got anyone you can rely on that can help you pull in candidates for the roles that you have?

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I did record this episode earlier and I forgot to press record on this podcast mic, so apologies if I'm going over things, or I've missed things, you won't even know. But it's certainly tough as a podcaster when you do that. I did make a note that I don't know if you guys sense this either, but holidays kill deals, right?

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And that's why we're dividing this list up into two camps. Because if you start working on those deals for January-February, we might have long timelines and yes, we might be able to do that. But I just noticed that whenever someone starts a process, whether it be a client, candidate, and then they go on a on a holiday or they go on some leave and have some time to relax, it always just seems to turn to dust. Particularly on the candidate side.

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I think candidates come to us and there's always an inflection point. So either I need a new career move or I'm stressed or I'm tired, or I'm frustrated or whatever. Something about resting makes them be able to handle their situation better. So, I mean, that's great advice to your candidates, go and have a break, see how you feel, and then maybe we can go on a journey.

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But typically, if you start a process with a candidate, get them on interview and whatever, and then they go on leave, or you give them an offer and they go on leave. Almost guarantee that that placement doesn't happen, don't know what it is. I think it's the rest. I think it's that they've got more, you know, bandwidth and capacity to just kind of digest what's happening and make sense of it all.

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And I think after rest, people are more happy to or more happy and willing to tackle problems at work. So that's why we want to throw all those jobs to January-February that aren't going to commit before Chrissy, because we're going to waste our time generating deals, generating candidates who aren't going to accept over Chrissy and you're just going to be thinking about them over Christmas.

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You don't want to be thinking about deals over Christmas. You want to switch the hell off, right? And what better way to do that, knowing you've smashed the last four weeks of the year? Right. So that is the point of today's episode is really like sit down, pull your specs together. Stop reacting to your clients. Stop reacting to you market like just stop for a moment, pause.

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Make sense of it. What are we working on and what are we closing between now and Christmas and then what are we parking till January-February? Communicate with your clients. That's the strategy. Okay. If you've got very good clients sitting in that January-February camp, try and get them hit up on retainer at the end of this midway through December.

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Say, look, chuck it on retainer, we've got extra ad budget. We can do more advertising for you than normal, we can have our catch nets up over the break and we come back to January. We all know what we're working on and we can fire. I think I did an episode on that recently. That's a great strategy for that camp.

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But again, this first camp is how do we maximise the next four weeks? So this first list that we have, red hot specs, activated clients. You're going to call your clients and go I've just made sense to my desk. You are on my primary target list. I'm getting you this role done between now and Christmas. Are you on board, Mr. Client?

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Great. What's your schedule look like for interviewing first interview, second interview and offer/placement. Have you got HR? When does HR go away? Who's doing the contracts at the end of this process? Do you need to do that now? Do you need to get, like, draft contracts ready to rock and roll? We need to be really tightening up that process and communicating very clearly with our clients what we are expecting of them.

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And for some reason, again, it's Christmas. There's a there's a understanding from their side if you're a weak recruiter when it comes to that sort of communication or you're a new recruiter and you might feel a bit nervous saying that. Use Christmas as your excuse. Hey Mr. Client, we've only just started working together. Are you aware of what happens over Chrissy, like we are in we're in the game of closing these out before the Christmas break.

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We do not want these candidates sitting with offers over the break. It doesn’t happen, all that shit I said before. They'll say, yep, absolutely on board. Great. Couple of checklist items for you. Who's doing the contracts at the end of the process? Are they going to be here? When do they go away? What do you need to get done so that we can have a signature done before

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Chrissy? What's your schedule look like? Have you got any when are you going on leave? When can you interview first and second? What are your expectations for me to be able to make that decision in terms of how many candidates etc., etc., etc.? Right. That's it. Go. Do not take your foot off the accelerator. Do not lean into the Christmas spirit before Christmas is here.

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It is the worst thing you can do for your billings. It's the worst thing you can do for your ego. It’s the worst thing you can do for your motivation and how good do you feel over that break. Imagine now Christmas hits. You have just done three times what you normally do in December because of this strategy. This strategy is my North star.

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It has been with me for years and years and years. We make a lot of money in November, December with that simple focus on quality. Okay, do it. Go have some fun. It’s all we have time for you today. Have an amazing day. If you haven't liked it, subscribed to this podcast, this YouTube, Instagram, TikTok, wherever you are viewing this please give it a little tick.

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Give it a little like, we appreciate it, helps us grow. We’re getting great feedback. We're over 70 episodes this year, right? We're stoked. It's hard work, but we are really, really loving the response we are loving being able to help you guys out and we just want to keep bringing you more. So keep liking it, keep sharing it, keep subscribing.

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Comment on this video. Thank you. Thank you. Thank you. Have an amazing day. May all your deals, particularly in December, come true.

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