

## Big Biller Secrets

**Presenter: Jennifer Powers, Owner at J Powers Recruiting**

Jennifer Powers is the owner of J Powers Recruiting based in Sacramento, California. J Powers Recruiting focuses on Recruiting for Construction and Engineering with a major emphasis in Heavy Civil and Transportation industries. Jennifer began her career in recruiting as a Project Manager in construction for 13 years prior to becoming a recruiter in 2005. Her achievements in search include Rookie of the Year, Account Executive of the year, and achieving \$1 million in sales faster than any other recruiter in her office. In January of 2012, she founded J Powers Recruiting, Inc. and continues to grow.

In this presentation, Jennifer shares her best-practices that have brought prosperity in many forms – relationships, personal growth and money.

### Meeting: “Big Biller Secrets” by Jennifer Powers

**If you are reviewing this episode with a team, watch the entire Episode and ask your group for their key takeaways and insights. Review the following below to fill in the gaps.**

**OBSESSION:** In a recent interview with *Forbes*, Grant Cardone, author of *Be Obsessed or Be Average*, speaks about how important the concept of being “obsessed” is in order to have extreme professional success. Cardone is a successful entrepreneur, real estate investor, sales trainer, consultant, and public speaker – and taps into what Jennifer first shared when she mentioned that any new recruiter should work as many hours as he or she possibly can. *“Obsession is the fuel that gives you a can’t-quit, won’t-quit, accelerator-to-the-floor monster ambition inside of you and it grows as you grow regardless of your age. In fact, the older I get and the more success I experience the more obsessed I become with the reality I can create. As you embrace your obsessions and deny average your potential will continue to be revealed to you. This is what keeps people motivated and creating. It is not money or awards but possibilities. Becoming satisfied with what you have done only means someone in your life has convinced you to settle for average. The average are threatened by the obsessed thus they spend their time trying to stop the obsessed from being obsessed, as they try to make sense of when they traded their obsessions in for average.”* What does “accelerator-to-the-floor monster ambition” look like in recruiting? What should it look like for you?

**TRUST:** Interestingly enough, people often end up acting in the way you treat them. Consistently treating a person as being untrustworthy may actually lead to them acting in this manner – thus proving your gut but eroding the relationship! Bonding is critical in the connection of identity between two people where, in some sense, each person connects their 'self' to that of the other person or group. People who are bonded care about one another and naturally trust one another to a certain degree. However, as it relates to recruiting, a bond makes it far easier to influence a prospect – trust is effectively the 'gateway' to persuasion. If you do not have the trust of the other person, then they will not really listen to you or consider your persuasive arguments. Ultimately, even if a person ends up being untrustworthy, you will never be able to influence another person without an element of trust; therefore, be the first one to extend that trusting branch.

**FORMS:** Jennifer has shared her firm’s Candidate Data Sheet at the end of this Facilitation Guide. Review it and discuss how you may be able to incorporate pieces of it into your own forms and templates within your organization.



**FORMS, TAKE 2:** Jennifer has also generously provided their Job Order Checklist. Do you have a consistent process of tracking the entirety of the search, marking who has completed which portion, and ensuring that no steps ever get skipped? If not, take advantage of the work that Jennifer and her team have done and improve your internal systems!

- If Team: Team Lead – conduct coordination meeting with recruiters
- Enter position into PCR, Title, Location
- List of Similar Companies
- Job Description
- White Paper
- Place Ad
  - Indeed
  - Linked In – Groups
  - Linked In – On my profile “I am currently searching for...” make it sound exciting
  - J Powers Recruiting Website
  - Craigslist
  - Other postings related to JO industry
- Setup Indeed Job Agent
- Create JO Specific CDS
- Create Rollup List (JP-R Company XYZ....Title, Location)
  - Search PCR/Rollups
  - Search Resumes CareerBuilders/Craigslist/LinkedIn, look for references
  - Back door Linked In (Google “site:www.linkedin.com “keywords”)
  - Search Job Boards for referrals for companies
  - Research competitors
  - Find qualified candidates
  - Name gather/get e-mail address
- Write and Practice Presentation
- Create Form Letter for Bulk E-mail
- Create Form Letter for FU to VM
- Create White Paper for candidate/bullet points
- Send Bulk E-mail Form Letter through PCR
- Recruiting:
  - Call everyone on list 3 times (I’ll never call you again VM)
  - Code Activities
  - CDS
  - Check References
  - After 30 presentations reevaluate and make adjustments
  - 2 weeks, 3 candidates
  - 3+ SO
- Get Resume/Attach to PCR name record
- Attached POJO to NamePCR Profile
- Track Interviews in PCR
- Produce invoice
- Make Placement in PCR
- Schedule Follow Up Calls in PCR, 1 per week for 1st month, 1 per month for 6 months
- Track hours worked on Search

**ENGAGED WORK:** You have to ask for financial commitment in order to receive financial commitment, but there are steps leading up to “asking” that must be taken. Effective questions allow you to lead the conversation in the direction you feel it’s best for it to go; if you have not



evaluated the questions you ask when taking an initial search assignment and then delivering your professional recommendation, consider reviewing. Below are some examples of questions, the answers to which could lead the client to understanding the difference between a contingent approach and a dedicated search.

- Based on my knowledge of the market, there are approximately (# of) companies that have the role/title you are looking for. Would you say that's about accurate?
  - At each of those (# of) companies, on average I would estimate that they have (# of) titles within each company. Would you agree?
  - Let's use that math. Your search currently has been open for (# of) business days. If there are (# of) candidates that need to be contacted about your search, and a good recruiter can talk with (# of) candidates each day, why hasn't everyone in the market been contacted?
- How important is it to know that all potential candidates were called about your opportunity?
- What kind of search updates or progress reports do you normally get on a search (this one)? If none, how do you know then how much market has been contacted and that a recruiter is actually working on your assignment?
- Do you know how many people have been contacted about your assignment and why qualified people are not interested? Is that feedback valuable to you?
- Do you know how much time is being spent or is typically spent in a day on your search?
- Have you ever experienced the "Start/Stop" phenomenon? (A flood of resumes at the beginning of you giving the search to a recruiter, and then the resumes taper off) Why do you think that is?
- Do you feel that you would be presented with more viable candidates if candidates knew the name of the company they were being contacted about in the initial call?

**TURN YOU DOWN:** How do you turn candidates down, yet still provide value to them? Remember that every candidate is human, and should be treated fairly – but be selfish with your time and have a way of providing value without taking a great deal of time.

*Thank you for your response and interest in this position. I know that looking for a job can be both an exciting and frustrating experience, especially when you don't know who you are dealing with or even if your info has been accepted. I would like to share with you that I specialize exclusively in (industry) placing (roles). Each of our clients have different criteria, requests, things that they like, favor or require. Sometimes these make sense and sometimes they are completely arbitrary!*

*At this time, I do not have a search that fits your background, but would like to provide you with some value in your search. Please feel free to review the attached Interview Preparation Packet that we provide to all our candidates, and there are several videos we have recorded on how to interview effectively, how to create a resume, and the like: <http://www.nextlevelexchange.com/candidate-resume-preparation-video.html>.*

*Understand that just because we can't work together right now, does not mean that we can't work together down the road when the right opportunity presents itself. I hope that this at least gives you some understanding of how this process works and what to expect. I do wish you luck in your search and your career.*



Name: \_\_\_\_\_

Current Company: \_\_\_\_\_

Current Title: \_\_\_\_\_

(W) Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

W2 - Current \_\_\_\_\_

Comp: \_\_\_\_\_

Relocation: YES  NO

Referred by: \_\_\_\_\_

Initial Conversation Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1. Motivators – Check in with Candidates about each motivator for career change and see how satisfied they are in their current position. They are: **Challenge, Location, Advancement, Money, People You Work With, Job Security, Types of Projects,**

Challenge: \_\_\_\_\_

Location: \_\_\_\_\_

Advancement: \_\_\_\_\_

Money: \_\_\_\_\_

People: \_\_\_\_\_

Security: \_\_\_\_\_

\_\_\_\_\_

2. On a scale of 1 to 5, regarding your willingness to make a job change at this time, please rate yourself. 1 being “Jennifer you couldn’t get me out of here with a crowbar” and 5 being “Jennifer, I can’t get out the door fast enough. How would you rate yourself?”

\_\_\_\_\_

\_\_\_\_\_

3. Achievements you’re most proud of?

\_\_\_\_\_

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4. Are you in the middle of a project or anything else that would prevent you from accepting a position within the next Month?

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5. References – Who are your 5 to 8 professional references?

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6. Interviews – Who has your resume, is it posted on any job boards, where have you interviewed (are going to interview) and why did or didn't you accept?

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7. Significant Other – Who do you discuss your life changes with?

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8. When are you available to interview? Any vacation or out of town conflicts?

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When is a good time to continue our conversation?

Date

Time

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