

The Recruiter's Road to Recovery

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If you are still thriving or even surviving as a recruiting professional, congratulations! The storm is about to pass, but when exactly?

The recruiting industry historically has been 6 months ahead of economic recovery in the U.S. New job orders have been generated in many sectors, most notably, energy, government, information technology, finance and healthcare. Many recruiting firms posted gains in the fourth quarter of 2009.

The best is yet to come! Within 4 to 6 months, we will see a steady climb in our industry. These are 4 things that you can do now to ready yourself for the best times our industry has ever experienced:

1. Focus on daily behaviors.
 2. Bring a positive attitude.
 3. Create your Fortune 40 and Alive 25.
 4. Plan your money calls.
1. **Focus on daily behaviors.** Get the most out of each day by changing your work habits. By improving your time management skills and staying on the phone longer each day, you will increase your daily touches and begin to develop more and stronger business relationships.
 - Work in blocks of time outlining your day with the key initiatives early and continuing to progress on each of your searches or business development opportunities throughout the day. If you plan your day effectively and work in blocks of time with goals set for accountability, you will still have time to check your sports scores or get the latest daily gossip on line.
 - Make one more call before you take a break or head out for lunch. This adds up to 10 or more contacts that you would not have made in a given week.
 - Listen actively on every call. Each of your contacts throughout the day should leave the conversation feeling important and connected to you. There is a difference between wasting time talking and truly being present in a conversation.
 - Build your desk up each day with mutually beneficial business conversations and drive your phone time to new levels. The phone is still one of our primary business tools, but in this age of technology, it is easy to shy away from making calls. That personal touch goes a long way in developing a business relationship. Always remember, the more people you talk to, the more money you will make.
 2. **Bring a positive attitude.** You choose your attitude every day. Your level of confidence is a direct result from the attitude you choose. Look forward to every business day as a new opportunity to make positive changes for your clients and candidates.

When you are excited about what’s happening on your desk, you will be more enthusiastic and you will have more fun. Enthusiasm is contagious, and makes for a positive work environment. Staying positive, especially in the face of adversity, is a difficult task to accomplish; however, it is a critical component to your continued success.

There is nothing more powerful than a positive mental attitude! Anytime someone asks me how I’m doing, regardless of the situation, I reply, “Absolutely outstanding!”

3. **Create your Fortune 40 and your Alive 25.** Plan out your desk by creating your *Fortune 40*; those 40 companies in your space that you would love to align with and recruit for.

Over the next 20 business days, contact each company to uncover new business that you currently are not aware of and write those Job Orders. At the end of every quarter, you will have contacted all 40 companies at least three times, with the goal of developing at least one new Key Account.

Your *Alive 25* are the 25 clients that you currently either work with or have worked with in the past. They are the clients that have already paid you a fee for your recruiting services. Keep them close and become aware of any opportunities to support them coming into the New Year.

Even if you know that these companies do not have any immediate openings, keep that personal touch alive so that you can create mindshare for the time when the jobs do open up. They will be your foundation for growth, and, since our business is based on mutually beneficial business relationships, this will provide you with familiar search assignments that you can fill quickly.

4. **Plan your Money Calls.** Planning is a key element to every recruiter’s success. First of all, you must plan effectively for each work day and stay the course to execute what you have planned. Simply moving a list of contacts to the next calendar day will not bear much fruit. Plan strategically, putting your “money calls” as your top priority each business day.

Money Calls are defined as any calls that drive your pipeline towards closing a placement. Set these calls as business appointments on your calendar and attach a reminder. Any closing call (aka debrief call) should trump any other call in your day. Plan to make the Send Out Calls early in the day.

These are the calls where you sell your candidates accomplishments and show your client how this candidate will benefit them. Get 3 Send Outs every week between a motivated and qualified candidate and a decision maker, and you will achieve your annual financial goals. What a great way to begin each business day!

You have made it through the most difficult time in our industry. The good times are in front of us all. There is light at the end of this extremely long tunnel and now is the time to be positive and proactive to capture your share.

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