

The Recruiting Success Formula for Owners, Managers and Big Billers.

$$\text{Success} = A \times qSA \times qEx$$

By Jon Bartos

In coaching business executives, top billers and recruiting owners all over the globe, there seems to be a common missing link to them achieving the level of success they desire. Their lack of reaching their vision isn't about using the right technology or hiring and trying to figure out what motivates their employees. It isn't even about the old school being on the phone 4 hours a day. It's about analyzing your business and using metrics (rpm-usa.com) to ensure you get on and stay on the right track to success. But even before you do that – you need to sink your teeth into the Success formula to determine where you are now and where your potential could be.

The Success Formula is simple. But it spells out the very basic components of your short term and long term success. This Success Formula is equally important for a newbie just getting his or her recruiting feet wet in the business or a 30-year multimillion dollar biller. Everyone can benefit greatly from understanding the Success Formulas principal components:

Success in Recruiting = A x qSA x qEx. This translates to: Your ACTIVITY x the Quality of Search Assignment (job order) x your Quality of Execution. Let's break this down.

A - Activity

Activity is very important as you know in the recruiting business. It is the #2 problem going on in most recruiting firms around the world today. With technology, we can send out hundreds of emails, thousands of texts – but still need to get on the phone and create relationships and influence candidate and client decisions. Ten years ago, I would have said that if you are not on the phone 4 hours a day – you will not reach your potential. I do NOT believe that today. Today I firmly believe this:

“The amount of phone time needed will be an inverse relationship to your Quality of Search Assignments”

If you take money down searches where you close 99% of the searches that you take – you will need much less phone time than if you close 1 out of 10 contingent searches you work. The critical component for every firm to wrap their heads around is - the Quality of Searches you and your firm take.

qSA – Qualify of Search Assignments (work you take)

The quality of work you take or searches you work on – not only determines how much phone time you need to be successful – it determines how success you will be. Period. There is nothing more important in the recruiting business than taking exceptional searches. Here are some REAL industry averages to understand to be able to change your business model if need be.

Type of Searches	% of Searches Worked on Closed
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<i>Contingent Non-Exclusive</i>	18%
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<i>Contingent Exclusive</i>	48-52%
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<i>Money Down Searches</i>	94% * if the recruiter takes good search assignments
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There is a huge disparity between 18% and 94%. But let's take a closer look at how the quality of your search assignments/job orders effect your revenue and need for phone time. Let's say you do 100 searches per year at a flat fee of 20K per search. Based on industry standard data – here is your revenue per year – working the exact same hours and having the exact same activity.

Contingent - Fills 18 of our 100 searches = 360K in Billings

Contingent Exclusive – Fills 50 out of 100 searches = 1 million in Billings

Money Down/Retained – Fills 94% out of 100 searches = 1.88 Million in billings.

If you and our team are doing Contingent searches – you need to do over 500% more phone time than someone who takes high quality money down/retained searches. Just to have the same success – if all other things are equal.

In the book "*Selling to your Zebra*" the Koser brothers speak of this concept in-depth. There premise of the book is that over 80% of the sales people in the world try to sell to the wrong people, to the wrong applications and just plain chase the wrong prospects. If they would only sell the right business – "their Zebra" - sales success(recruiting success) would be monumental.

qEX – the Quality of your Execution

The quality of execution is important as well. When you go to the industry trade shows or have that trainer come in and speak – the intent is to get better at your recruiting execution. Better planning, better recruiting calls, better marketing calls and better everything. That is important as well. The better you are the easier it becomes to reach you and your firms potential. Doesn't really matter how good you are – if you have poor quality search assignments or job orders. Jeff Gordon is one of the greatest NASCAR drivers of all time. If we gave him the worst car mechanically – he would take last every race.

The Recruiting Success Formula – if followed can be your road to achieving every life dream you have had – through this great game of recruiting.

For those who want to get there asap - I offer a very impactful 20-week coaching program that changes individual big billers and recruiting firms overnight by teaching a systematic process to take a contingent firm up the value chain to getting Mutually committed money down searches. The results have been short of miraculous. Usually a firm sees a ton of benefits – some them to include increases in revenue from 2-5x, they develop trusted advisor relationships with their clients and start loving the business again. I have had over 200 firms go through this program and the results speak for themselves.

Until the end of the year – I am offering 50% off the 20-week program Contingent to Mutually Committed Relationships. To take advantage of this program before times on my calendar nonexistent you can reach me at jon.bartos@gmail.com or call 513-515-1267. I promise not to waste your time.

Jon's Bio:

Jon is a premier thought leader, trainer, speaker and consultant on all aspects of Human Capital, Talent Management and Performance Management. Jon Bartos was the founding partner of Jonathan Scott

International started in 1999, Revenue Performance Management in 2008, Global Performance Coaching in 2012 and Global Performance Search in 2015.

As president and CEO of Jonathan Scott International in Ohio, Jon achieved industry-leading success as one of an elite group of executive recruiters who billed over \$1 million annually. In a 10-year period (1999–2009), he cashed in over \$10 million in personal production and established JSI as a top 10% executive search and staffing firm winning 17 international awards in the MRINetwork. As of today, he has billed over 15 million in personal production. Today he also runs one of the fastest growing retained search firms in the country – GPS with offices in Toronto, Ohio, Colorado, Missouri, Colorado, Columbia, India and the Philippine's. GPS is the leader in talent solutions for Workday, Cybersecurity, Supply Chain Technology and SAP.

In 2008 Jon founded Revenue Performance Management, LLC. The RPM Dashboard System is a business intelligence tool for metrics management and performance improvement used by over 400 companies worldwide. www.rpm-usa.com.

Jon has been rated as the top speaker at many industry events and has had an opportunity to speak with audiences all over the world including South Africa, Canada, New Zealand, Ireland, Scotland, Bulgaria, Australia, Greece, France, UK and North America.

His two block buster seminars “Contingent to Mutually Committed” to the Executive Search Industry and “Hiring High Performing Teams” to Hiring Managers and Human Resource teams are both been highly praised and well received by over 200 clients worldwide.

In the last 10 years Jon, has published over 100 articles, 10 white papers and 3 books on the above topics.

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