



Today's Training:

“How to Build a Candidate Firewall”

Carve Out 60-Minutes of Focus



Why should you build a firewall?

- *Shift the trajectory of your entire company*
- *Get specific re how you allocate your time*
- *People will respect your time*
- *You'll work fewer hours*
- *You'll boost your production*





- *This content comes from my 27 years of experience as a headhunter, manager, firm owner, consultant and trainer*
- *And nearly 100 interviews with the top owners and thought leaders in the industry*
- *Boiled down the the minimum effective dose of effort*



Today's Agenda

- *Your time is your life*
- *Build a firewall w/ candidates*
- *Address any flakiness*
- *Verify a valid wound*
- *Pre-close & Re-close*
- *Bonus strategy: The #1 Referrals Script*

“True behavior change is really identity change”
-James Clear

- *Example: “I’m someone who works out” vs...
“I’m an athlete!” or...
“I’m a martial artist!”*
- *Mantra: “My clients are my peers. I treat them with respect, not awe.”*
- *Who is the type of recruiter that doesn’t tolerate flaky clients?*
- *Who is the type of recruiter that consistently lands retainers?*

Build a
Firewall with
Candidates



A Broken Heart: “Jim”

- *Jim had a 6-figure partner deal*
- *Candidate there for 14 years*
- *She held cards close*
- *He didn't push*
- *She took a counter*



Key Point:

If a search is going to blow up, you want to be the one to detonate it, and early.





Key Point:

- *Feel good now but bad later.*
- *Or...*
- *Bad now but good later.*



But...

*“If I Screen Too Hard, I Might
Rule-Out Someone Who
Would Have Accepted the
Position...”*



Key Point:

Decide on your risk-tolerance.

Then create operating rules to eliminate decision fatigue.

The Hair on the Back of Your Neck

“I don’t feel like I have the whole story. Something feels off. Is there anything we haven’t yet discussed that could interfere with you accepting this offer?”



First Question for Candidates:

*Can I ask what
reason you'd
consider a change?*



Valid Wounds:

(per Peter Leffkowitz)

- *No Growth*
- *“I hate my boss”*
- *Stagnant*
- *Layoffs*
- *No challenge*



Invalid Wounds:

- *“You called me”*
- *“More money”*
- *“I’m always open”*
- *“Whatcha got?”*



Use Nuclear Questions

- *When can you start?*
- *Anything we haven't yet discussed that could interfere with you accepting this offer?*
- *Any conditions, circumstances or relationships...*
- *Do you have any hesitations?*
- *What does your gut tell you?*



Pre-Close Early

- *Reason for change*
- *Counteroffer*
- *Relocation*
- *Screw it down tight*



Re-Close Often

*“Has anything
changed since our
last conversation?
New opportunity?
Feelings change?
Promotion?
Hesitations?”*



Key Point:

*If you pre-close early,
and re-close often,
deals will seem to
close themselves.*



Bonus Strategy:

My Favorite Referrals Script

Stay tuned because I'll share the most effective script for securing top candidate referrals at the very end.



How to Take This Training Further...



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Build a Profitable Firm***

New Member Special (Today-Only)

- *“Build a Candidate Firewall” – **Part II***
- *“Build a Client Firewall”- Full training*
- *Save 50% off your first month*



Sign Up & Get Instant Access to:

“How to Build a Candidate Firewall” - Part II

- *Specific language tracks for creating trust and influence*
- *The trade-offs your candidate needs to agree to*
- *How to ensure your candidate is honest from the get-go*
- *How to ensure you get timely feedback*
- *How to pre-close 24-hour decision on the offer*
- *How to handle uncomfortable conversations*



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with **Gary Stauble**



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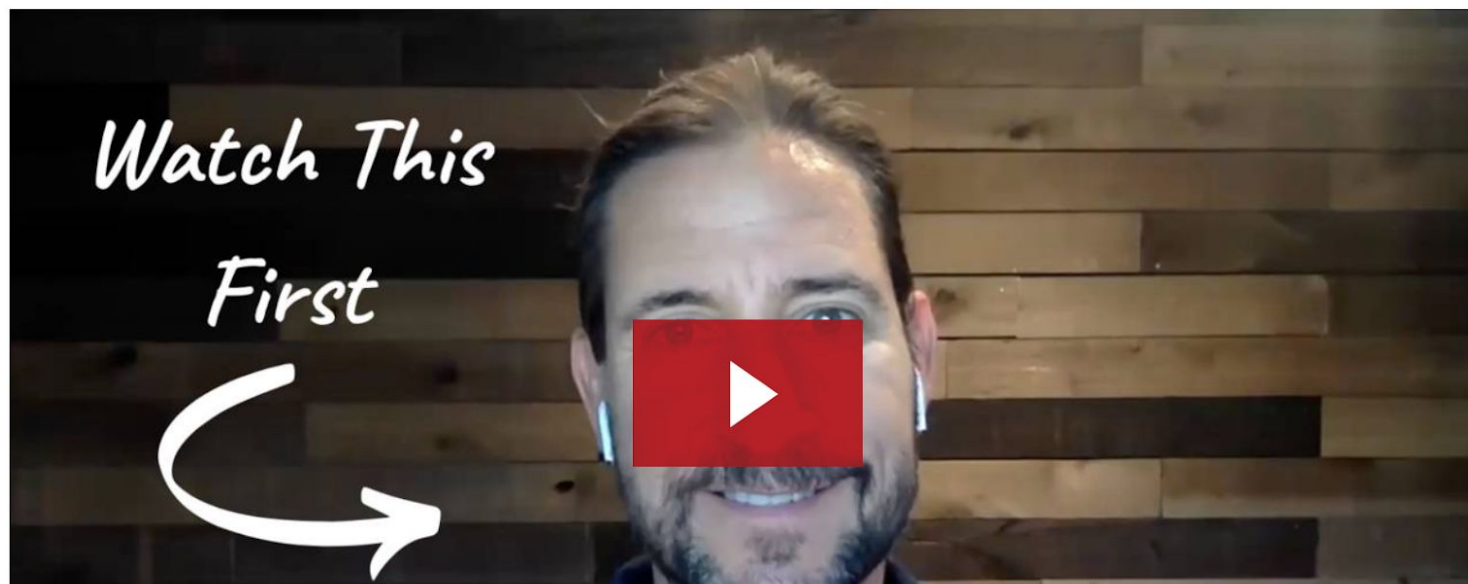
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The Referrals Script

From Peter Leffkowitz

“There are 2 types of people that I can help: those who excel & are currently looking & those who excel & are not currently looking.

Who do you know in either of those categories that I could talk to”?”

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Remember:



“True behavior change is
really identity change”

- *James Clear*

Recap + Q&A

- *Address any flakiness directly*
- *Verify a valid wound*
- *Pre-close & Re-close*



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