



Today's Training:

***“Stop Working For Free:  
Learn the Firewall Method”***

**Gary Stauble**

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# The Problem

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- *80% of searches go unfilled*
- Chasing low-quality searches
- Getting ghosted after working hard
- Feeling overworked and underpaid
- Reacting instead of leading



# Contingency Search

- *Time is a non-renewable resource*
- *Your time is your LIFE*
- *Getting a teen to mow your lawn*
- *We need to reset the board...*





# Why build a firewall?

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- *Shift the trajectory of your entire firm*
- *People will respect your time*
- *You'll work fewer hours*
- *You'll become a better marketer*
- *You'll significantly boost production!*





# The Economy

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In a down market, client scrutiny becomes *more important*, not less

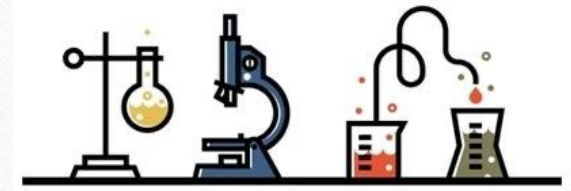
Working on low probability searches in a recession = *bankruptcy*





## The Recruiting Lab

# *Hi, I'm Gary*



- *30 years of experience as a top performing headhunter, manager, firm owner, and peak performance strategist*
- *Provided strategic business consulting for over 500 recruiting firms and trained thousands more via seminars.*
- *Why this class? I became allergic to clients wasting my time*
- *Martial arts junkie (Brazilian JiuJitsu & Muay Thai)*



With our *Chief Happiness Officer*  
(wife), Ariana



# I'm Going to Cover

- *Becoming ruthless about search quality*
- *3 stages of growth*
- *5 examples of firewalls to prevent wasted time*
- *How to take this training further*
- **Bonus Strategy:** “Client responsibilities” language for your contract





# Cautionary Tale



- Realtor in Eureka, California
- Asked no qualifying questions
- Wasted 3 hours of her life. And the kicker...
- I'm *less* likely to use her as a result of her having no standards.



## 3 Stages of Growth

### A Client is...

1. *Anyone who will talk to me.*
2. *Anyone who gives me a search*
3. *Someone who works **the way I want to Work***



# *A Tale of Two Recruiters*

## **Recruiter A:**

Overly thirsty. Minimal pre-closing. Spends **6 weeks** working it (to avoid marketing).

Client ghosts him. He resents the client but says nothing 😞

## **Recruiter B:**

Spends **6 minutes** qualifying it and decides not to work it 😊.

Uses the extra 6-weeks to **double down on marketing** for quality searches 🚀

Who will work *fewer hours*?

Who will become *a better marketer*?

**Who will become *a top producer*?**





## Key Point

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



# Success Story: Lori

*“Gary, after I got off the seminar on Tues, I took your advice **and sent one of my managers an email telling him I needed more timely feedback.** He sent me an email back **THANKING me** for sending him an “in your face email”.*

*His response and attitude towards me has completely shifted by taking that risk, pushing back on him, and reminding him that my time is valuable. He responded immediately, thanking me for helping him keep his priorities straight.*

*Just wanted to give you this testimonial of taking something from the seminar and putting it into practice with immediate results. **I immediately got 3 interviews for those candidates!**”*

# Build a Firewall with Clients





# Firewall Definition

*A wall designed to inhibit or prevent the spread of fire.*



# *The Client Firewall*

A front-end process that screens out low-quality searches before they drain your time.

Top recruiters use it to set clear standards, ask sharp questions, and secure real commitment, *before* doing any work.





**Firewall Example:**

***Get Interview  
Times in Advance***



Clients care about 2 things:

1. Money
2. Time

- This addresses their time
- It's a test

**Firewall Example:**

## ***The Signed Position Summary***



## ***Success Story: Robert***

- *HM's changing specs mid-stream*
- *Managers not on same page*
- *Started getting signed position summaries*
- *They ended up REQUESTING the summary*





Reminder: *Bonus Strategy at End*

*Client Responsibilities Language for  
Your Contract*



*How to take this training  
further...*



## How We Work w/ Firm Owners

### **Predictable Growth Formula™**

From Unpredictable Revenue to 2+ Placements/ mo [per desk]

#### **1 Focus & Foundation**

*Master the Fundamentals  
to Build a Predictable Pipeline.*

- 5x5 Pipeline System
- The Firewall Method
- Minimalist Metrics

#### **2 Client Growth Engine**

*Turn Relationships  
into Consistent Revenue.*

- Strength-Based Selling
- Premium Positioning
- Relationship Marketing

**Predictable Growth**

*Move from Chaos to Freedom.*

#### **3 Leverage & Time Freedom**

- The Rainmaker Model
- Gain back 5+ Hours/ Wk
- Liberation Through Elimination



[Complimentary Strategy Session]

# ***The One-Page Placement Plan™***

**One Call. One Page. Two+ Placements per Month (per desk).**

## **Your Breakthrough Starts Here.**

In this complimentary session, we'll reverse-engineer your revenue goal into a clear, actionable daily plan. No more guessing what to focus on.

You'll walk away with a path to 2+ placements/month (per desk), based on real recruiting ratios. Apply below.



**[www.TheRecruitingLab.com/StartHere](http://www.TheRecruitingLab.com/StartHere)**



## ***Ready to Stop Guessing and Start Growing?***

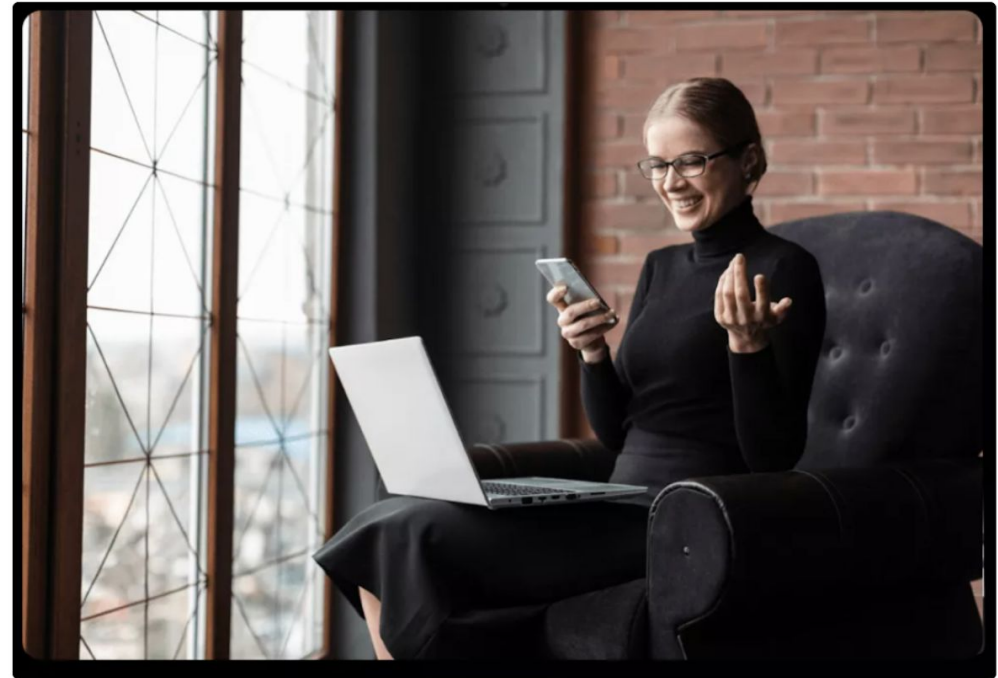
Book Your Complimentary Strategy Session to Get Started

You'll walk away with:

- ✓ *A crystal-clear view of what's driving (or stalling) your revenue*
- ✓ **Daily activity targets** tied directly to your revenue goal
- ✓ **A done-with-you plan** you can start using immediately

This is the same diagnostic I use with my clients to build 2+ placement/ month desks.

**Spots are limited** & by application only. Restrictions apply.



[www.TheRecruitingLab.com/StartHere](http://www.TheRecruitingLab.com/StartHere)



# Bonus Strategy: *Contract Language*

**Search Firm Responsibilities:** Tandem Search shall act at all times in an **attentive, ethical and responsible** manner so as to represent ABC Corporation with the utmost concern for its interests, goals, and image with candidates, competitors and members of the general public. Tandem Search will provide ABC Corporation with **timely feedback** on our search efforts and results. Tandem Search will comply with all EEOC guidelines.

**Client Responsibilities:** ABC Corporation agrees to fully and expeditiously consider all candidates presented by Tandem Search **and to interview qualified ones**. ABC Corporation agrees to **provide feedback** to Tandem Search on presented resumes or completed interviews **within 48 hours**. ABC Corporation will immediately notify Tandem Search if there is any change in the urgency of the position or if it has been filled.

**Download it at:**

**[www.TheRecruitingLab.com/Contract](http://www.TheRecruitingLab.com/Contract)**



# Recap

- *All progress starts by telling the truth*
- *Your time is your life*
- *Install firewalls w/ clients*
- *Practice APS: Accurate Project Selection*



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Remember:

“True behavior change is really identity change”

- *James Clear*





# Q&A



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*That's all Folks!*