



The **Recruiting** LAB

With Gary Stauble

Today's Webinar:

“The Retained Mindshift”

Carve Out 60-Minutes of Focus



FOCUS

My Story

- Why I switched
- Clients ghosting me
- Your time is your *life*
- Methodical vs speed
- Stay on top vs get to the bottom



My Story- Results

- Leadership roles = easier
- Average fee went up
- Revenue went up
- Easier to hire researchers
- *I enjoyed it more*



Today's Agenda

- *The Retained Mystique*
- *The Biggest Charisma Killer & How to Overcome it*
- *How to Gain Confidence*
- *How to Take this Training Further*
- *7 Steps for Conveying Charisma Over the Phone*

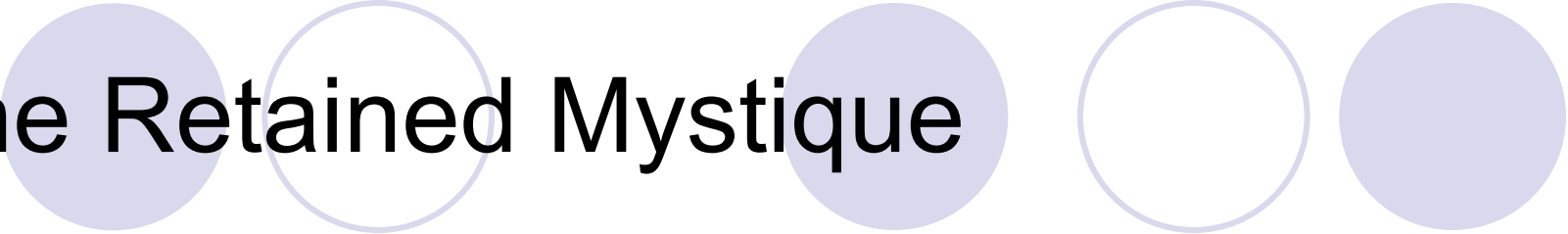


The Recruiting Laboratory

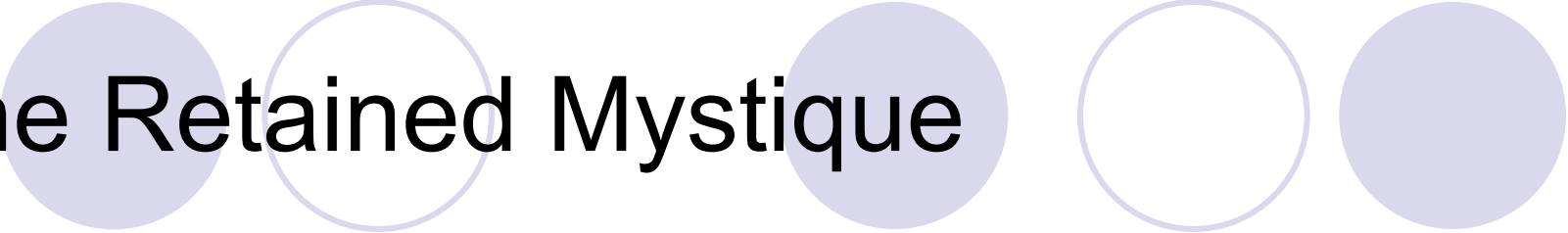
- *This comes from my 27 years of experience as a headhunter, manager, owner, consultant and trainer*
- *And nearly 100 interviews with the top owners and thought leaders in the industry*
- *Boiled down the the minimum effective dose of effort*



The Retained Mystique

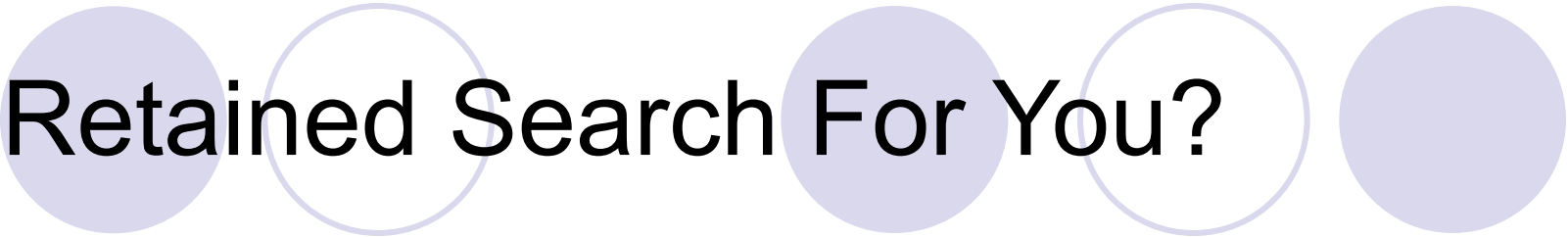


- Well guarded secrets
- I paid a commission
- Deep dive vs skim
- Selling the invisible
- Product vs process



The Retained Mystique

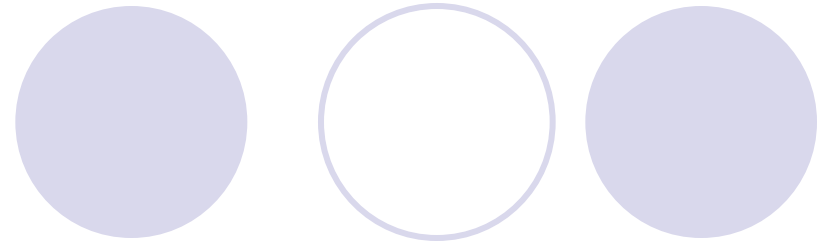
A retained recruiter is like a management consultant who happens to specialize in executive search. While a contingency recruiter is more like a salesperson.



Is Retained Search For You?

- Are you already working with C suite?
- Are you considered an advisor?
- Can you deliver bad news?
- Presentation skills?

The Mental Shift



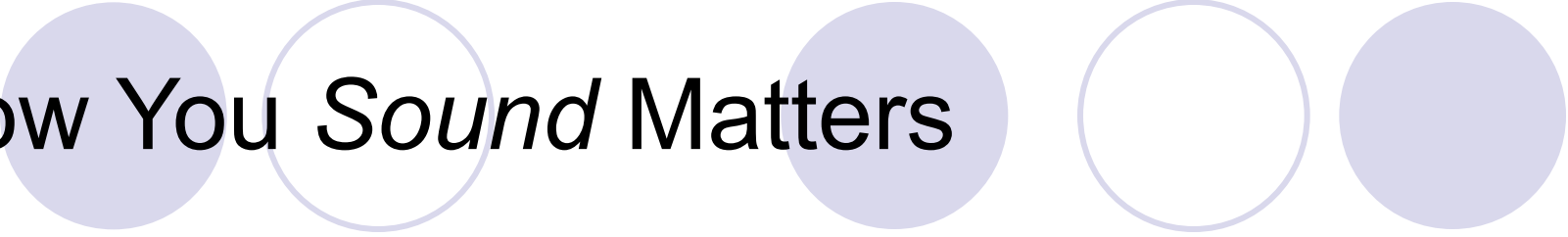
- It's an internal shift
- See clients as *peers*
- Aim for excellence
- Nothing impacts your performance more than *how you feel about yourself*

Language Matters



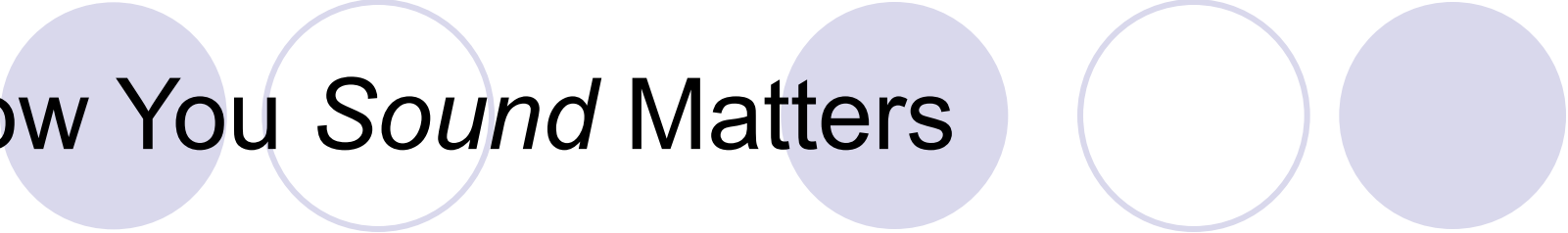
- Consultant (not recruiter)
- Search assignments or projects (not JO's)
- Introductions (not sendouts)
- Completions (not placements)
- Candidates, nominees, panelists (not applicants)

How You *Sound* Matters



- Research from MIT
- They could predict the outcome of sales calls with **87%** accuracy without...
- Voice fluctuations, body language, breathing patterns

How You *Sound* Matters



- Study on venture capital funding
- 2 factors stood out:
- Genuine enthusiasm
- Social comfort
- NOT the viability of the product

The Biggest Charisma Killer = *“The Imposter Syndrome”*

- Nothing impacts your performance more than how you feel about yourself.
- The feeling that you’re a fraud and inadequate.
- Hits 70%-80% of the population.
- It activates your body’s threat system (fight or flight), spikes your stress level, and shuts down critical thinking and creativity.



2 Steps to Dismantling the Imposter Syndrome

- **Step 1:**
Destigmatize
- It's not just you.
- The more accomplished and intelligent you are, the more likely it is that you'll periodically feel like an imposter.



Sometimes feel like an imposter?
You're not alone.

Dismantling the Imposter Syndrome

Step 2:

Be Comfortable with Discomfort

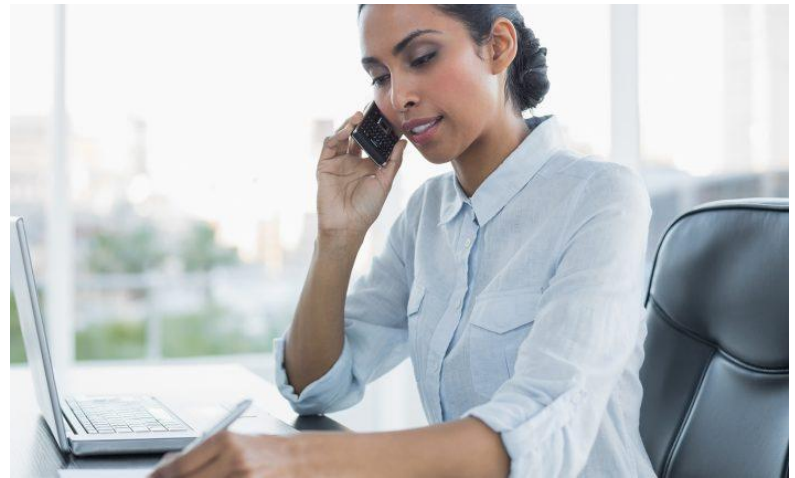
- Your Ace in the Hole
- The key to neutralizing negativity is understanding that our thoughts may not be accurate.
- Treat self-critical thoughts like a sore knee or a tooth ache
- Practice voluntary hardship daily (Toastmasters, Jiujitsu etc.)



Bonus Strategy:

7 Steps to Conveying Charisma Over the Phone

*Stay tuned because
I'll share 7 simple
steps for communicating
with authority and
charisma at the very end.*



How to Take This Training Further...



The Roundtable

2.0

*Insider Strategies for Building
a Profitable Firm*



***Get the Training, Tools & Support You need to
Capitalize on the 2021 Recovery***



New Member Special (Today-Only)

- *“How to Sell a Retainer”- Full Training*
- Retained Contract (w/ Client Responsibilities)
- *Save 50% on Your First Month*

Sign Up & Get Instant Access to; ***“How to Sell a Retainer”***

- *Specific language for addressing the **clients fear** of commitment*
- *Unique **pricing and terms** that makes a retainer attractive to clients*
- ***The 5 benefits of retained** that you **MUST** be able to articulate*
- *The top 4 things that clients want from a retained firm*
- *How your marketing tactics must change to land retainers*
- *Whether or not you should “fall back” to contingency*
- *How to get over your own fear about asking for money up front*



▼ Start Here!

▼ This Month

▼ Audios

▼ Videos & Replays

▼ Articles

▼ Your Best Year Yet

Recovery ToolKit



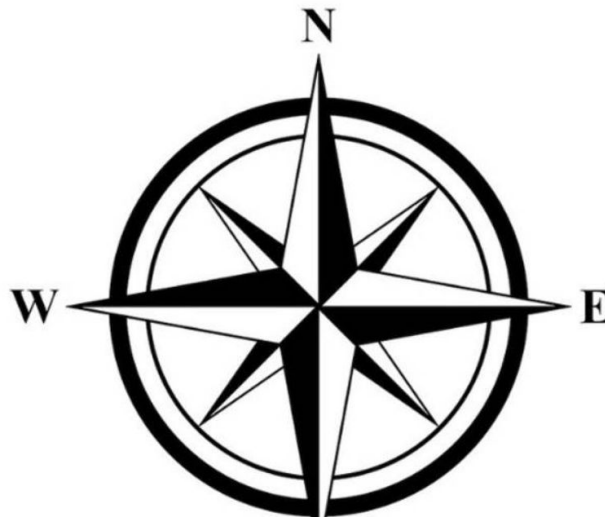
Strategies for
Capitalizing on the
Recovery

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RECOVERY TOOLKIT

Strategies for Capitalizing on the Recovery

Mark as Complete



**STRATEGIES FOR
CAPITALIZING ON
THE RECOVERY**

Get Instant Access to these Audio Trainings

- *“How to Bill \$1 Million+ as a Micro Firm”*
- *“How to Craft Emails that Attract New Clients”*
- *“From Record Highs to a Deep Slump & Back!”*
- *“Marketing Strategies of a \$1 Million Producer”*
- *Dozens of Big Biller Interviews*

Group Coaching + LIVE Webinars



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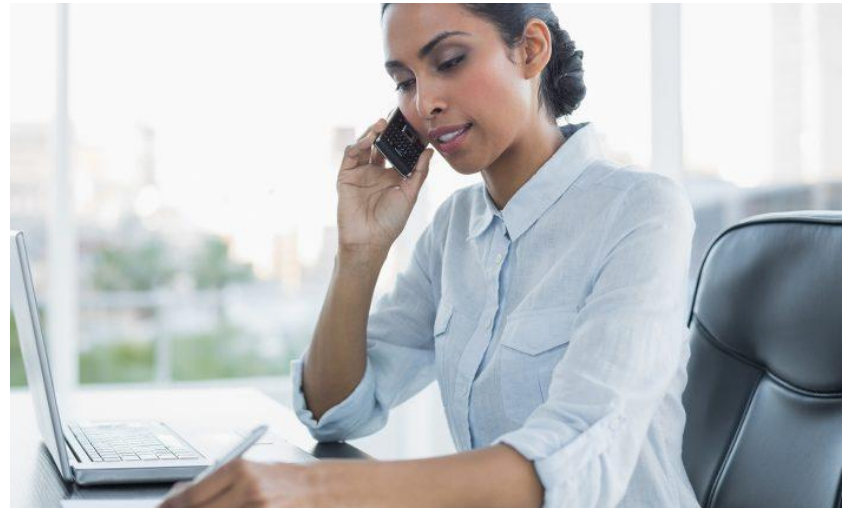
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[**www.TheRecruitingLab.com/Join**](http://www.TheRecruitingLab.com/Join)

Bonus Strategy:

How to Convey Charisma Over the Phone

1. Speak slowly.
2. Pause frequently.
3. Drop intonation at end of sentences.
4. Breathe fully.
5. Fluctuate your voice.
6. Be present.
7. Create a big box physically
(stand up, wide stance, etc.)



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Recap + Q&A

- See clients as peers
- Tame the Imposter Syndrome
- Cultivate Charisma
- “The first step to being courageous is being willing to look foolish.” – James Clear



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