

By Barb Bruno, CPC, CTS

This is an issue recruiters consistently face.

### ***Why am I not successful when I'm working really hard?***

There is a harsh reality in the [recruiting profession](#) – hard work does not guarantee success. This is a career, not a 9:00 – 5:00 job. However, it's not the recruiter who works the hardest that wins... it's the recruiter who works the smartest!

Have you ever wondered why Big Billers often don't make half the calls you do but they produce and earn much more? They have learned the secret of **smelling money**. Each day they arrive at work and focus on the activities closest to the money **first**.

It's not about the number of calls you make each day. It is about the results you achieve, on a daily basis.

Here are some tips to help you work smart!

#### **TIP #1**

Write down the six things closest to the money every evening before you leave the office. These items become your top six priorities the following day.

#### **TIP #2**

Focus on **booking send-outs**! My definition of a send-out is an interview between a candidate and a decision maker (phone or face-to-face). When you arrive at work ask yourself, "Where is my send-out today?"

Another piece of advice: **When in doubt; send them out!** Too often we screen out candidates our clients would hire!

#### **TIP #3**

Starting immediately, stop putting ASAP, immediately or yesterday on your job orders. Get a specific target date to fill and now you know which orders are your hottest!

#### **TIP #4**

Never work off a resume. A resume is a picture of who someone is and has been. It doesn't tell you who they want to be. You don't have answers that will help you close your candidate, on an offer.

**TIP #5**

Get your paperwork filled out in advance. You don't want to waste a candidate's time or your time with a thorough interview if you will not be able to place this candidate. In direct placement, clients require skills, stability and experience. If those do not exist, you should conduct a courtesy interview.

Some of the benefits of having completed paperwork in advance:

- Application is more detailed
- Candidate is not rushed
- Entire time is spent interviewing vs. filling our paperwork
- You can determine if you will conduct a courtesy or full interview
- This tests the level of interest of the candidate

**TIP #6**

Learn something personal about your clients as often as possible. Your goal should be to become their trusted advisor.

**TIP #7**

Update your clients every Friday on the status of their Job Orders. This will help build rapport with your clients and will fine tune the specs on their job orders throughout the process. Even if you do not fill their job order, they know you have been working on their behalf.

**TIP #8**

Mirror past placements. If you write similar job orders to those that have been filled in your office over the past year, chances are there are candidates already in your database. These are the candidates who surfaced after the placement was made.

**TIP #9**

Talk to 20 new people each day. It is important to upgrade your clients and attract new talent on a very consistent basis.

**TIP #10**

Have some fun as you work. People like to work with people they enjoy. If you sound frustrated or irritated, it will prevent you from succeeding. Let your personality shine through during your conversations.

**TIP #11**

Make sure every third contact with either a client or candidate is a phone call vs. an email. It's important to be high tech and high touch! Recruiting is a relationship based profession.

**TIP #12**

This is probably the most important! You need to know your personal numbers and stats to know exactly what results you need to achieve on a daily basis to consistently hit your goals. Recruiting is a sales profession, which is a numbers game. Numbers don't lie! When you know your numbers, you can predict your income!

Implement any of these twelve tips and you will be on your way to working smarter!

Barb Bruno, CPC, CTS is one of the most trusted experts, speakers and trainers in the Staffing and Recruiting Profession. Barb has spent several years helping Owners, Managers and Recruiters increase their Sales, Profits and Income with her top-rated web based training Course, the [Top Producer Tutor](#). The Tutor jump starts new hires and takes experienced recruiters to higher levels of production. In addition to the class, Tutor clients hear from Barb weekly during the Tutor Training Webinars and bi-weekly during her live coaching calls! Contact Barb to schedule a free demo of the Tutor, call **219.663.9609** or Email [support@staffingandrecruiting.com](mailto:support@staffingandrecruiting.com)