

By Carl Coco, Jr., CPC

Many recruiters and owners ask me “Why should I take the CPC test?” Will it help me close more deals? Will I get more clients? To this day I believe one of the reason I got the first search was because of being a CPC.

To answer that question, in 1978 I got a call from a client I had never heard of. They were a \$30 million plastic film extruder (now \$4 billion in sales). The general manager was referred to me by a large client. He was based in Chicago. The opening was in Cincinnati. He flew in a week later to visit their customer (my client) and I took him to lunch. I met him downtown where our client was. At the lunch table we exchanged cards. The first thing he asked was “what is a CPC?” (it might have been CEC back then). I proceeded to tell him it's like hiring an accountant who is a CPA versus a non CPA.

He was somewhat impressed. He had already hired a search firm in Chicago three months prior who hadn't shown him any qualified candidates. I asked him if they were CPCs. He said, “I don't think so.” In two weeks I showed him six local qualified plastic film extrusion plant managers. I had called every company in a 50 mile radius that did plastic film extrusion. 30 years later, over \$3 m/m to \$4 m/m in fees collected, we still have them as a client. In May 2011, I placed my 231st and 232nd candidates with this client.

I push all my people to take the CPC test to make sure they know all the federal laws regarding hiring and discrimination. It keeps my firm and our clients out of legal trouble. Being a CPC is a competitive advantage when I recruit or sell against a non CPC recruiter.

During tough economic times everyone gets caught up in cost cutting and spending reduction including recruiters and recruiting firms. All the top trainers (Cahill, Lefkowitz, Bruno, Skrentny, Doersching, etc.) say the same thing: it makes more sense to spend training money during a recession or a downturn. We all need tune-ups when we're sputtering.