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Why CPC?

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 reasons 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

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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.

On Monday September 12, 2011 OAESP is sponsoring a Certification Immersion Class with NAPS in Columbus, Ohio. [Click here for more details](#). [Click here to invest in yourself](#) & register today!

Then stick around for our Fall Workshop featuring Jenifer Lambert, CPC on Tuesday September 13th. [See all the details & register here](#).

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June Chapter Meetings

HR Panel

[Cincinnati Chapter Lunch Meeting 06/28](#)

Open More New Doors - Keith Straus
[Cleveland Chapter Lunch Meeting 06/28](#)

Big Biller Panel

[Columbus Chapter Lunch Meeting 06/29](#)

RSVP Required for All Meetings

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Recruiter Toolbox

We'll show you ours... will you share yours?





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We have compiled a list of great article from industry experts on our website - [check them out!](#)



Here is a [list of links & tools](#) - but we would really like to have more - can you help us? [Please send them to us.](#)

Industry related news is [here](#). And last, but not least is a complete list of our [previous newsletters](#) - The Advisor.

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Who is your accountability partner?



By: Barbara J. Bruno,
CPC, CTS

When you look at your year-to-date income are you thrilled or disappointed? Please ask yourself the following questions:

- Have you ever intended to do something and it just didn't happen?
- Have you ever tried to stop a bad habit or implement a new strategy only to be sidetracked by endless interruptions, or going back to your comfort zone?
- Are you great at making resolutions and promises but not following through?
- Have you ever attended a conference, got totally motivated - but came back to your office and changed nothing?

For the past five years, I've been assigning accountability partners in my audiences and the results have been outstanding. I ask participants to share success stories and I never expected to receive so many!

Your accountability partner should be viewed as an important member of your success team. Your partner does not have to be from the Staffing and Recruiting Profession. This person should be ambitious and trying to attain a new level of success, just like you!

Commit to one change you will make and continue to implement the change for 21 working days. Then contact your accountability partner to discuss your results and commit to an additional change you will implement.

If you want to up your level of success, you need to change the way you are doing things. Think of the power of having another person to keep you on track? Can you imagine the power of implementing one new idea each month for the

remainder of 2011?

The best type of accountability is to form a Mastermind Group that will hold you accountable on a weekly basis. If you truly want your best year ever, submit an action frame to your accountability partner each week. Schedule a conversation to see if you have accomplished the items listed on your weekly action frame. You then hold them accountable weekly for the items listed on this action frame.

Actually experiencing incredible results was the motivating factor for me to establish and launch my Premiere Coaching Club. My Premiere Coaching Club holds members accountable. If you'd like information on my coaching club go to www.tptcoachingclub.com. You will also be able to interact on live calls weekly as well as bi-weekly coaching calls. Hope you plan to join us. If you don't, identify an accountability partner and get ready to enjoy a higher level of production and income!

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