

# THE Recruiters

# Guide

To Move From  
Contingency To  
Retained

THE  
RECRUITER'S  
COACH

# Moving From Contingency To Retained

As an advisor and coach to the recruiting industry, I've discovered that other than **rare exceptions**, the most successful firms don't work on a contingency basis. Instead, they engage with their clients on a **mutually committed basis** that includes upfront retainers with exclusives.

This allows recruiting firms to cover their costs of time, money, and resources (at the minimum) while permitting them to invest their efforts in doing searches the “right way”.

When you become **skilled** in moving prospects and clients from contingency to retained, you'll have stronger and more rewarding client relationships than you ever did with contingency. Developing these **skills** is a simple, practical process. Below is a proven, **Four-Step Process** that's consistently worked for other recruiting firms regardless of their specialty.

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## To Move From Contingency To Retained

### STEP 1

## Understand the Principles of Getting Upfront retainers

There are principles involved in everything you do in life. When you understand these principles, you set yourself up for success. The ones below apply to getting upfront retainers:

- You're worthy & it's realistic to move from contingency to retained..
- You must create the habits that lead to retained searches.
- You're only working contingency because that's what you know.
- Your unwillingness to say NO is harming your business.
- You need a simple way to stay committed to retained when you meet resistance.

### STEP 2

## Learn the beliefs & practices that lead to quality retained clients

The most successful 2-3% of recruiting firms have different beliefs and practices than the others. When you adopt these beliefs and practices, you can move into their category of success.

- Debunk the common myths about getting retainers.
- Let go of conditioned beliefs that prevent you from asking for retainers.
- Say NO to contingency in a way that elevates your value.
- Client commitment is critical to successful search outcomes.
- Work with fewer, higher quality clients to maximize success and ROI.

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### STEP 3

## Discover HOW to select and close retained clients

Most contingency firms can separate their clients into three categories: great, average, & poor. The "great" category is usually the smallest. How you interact and deliver plays a major role in client quality. However, most prospects won't become great clients **no matter what you do**. That's why your **selection process matters!**

- The "Job Order Quality Appraisal" to quickly filter out the wrong opportunities.
- The "Deep Dive Job Intake Process" to go below the surface to what matters most.
- The "Retainer Conversation" so prospects understand why your retainer model is in their best interest.
- The "Objection Handler" to answer their concerns so they want to work with your model.
- The "Contingency Client Converter" to move current clients to your retainer model.

### STEP 4

## Develop mastery through a three-prong implementation approach

- Utilize **customizable frameworks** that guide prospect and client conversations to your desired outcomes.
- Apply **simple tools** to help you identify and overcome challenges and improve your skills.
- Access **competent support** to help scale your biggest obstacles in moving from contingency to retained.

## Summary:

The above process makes your business far more profitable, satisfying, and sustainable. It also makes you and your people significantly better recruiters.

# About

## Brad



## Brad Wolff

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Brad combines 15 years of successful firm ownership experience with 10 years in successful national placement firms. He placed people in direct hire, temp, and contract positions on both a contingency and retained basis. This has taught him:

- How to leverage the best processes, tools, and technologies to get a competitive edge.
- The key differences between the most successful recruiting firms and the others.
- The most effective ways to train and develop people to get tangible results quickly.

Brad has helped owners of small/mid-sized placement firms accelerate and magnify their success through:

- One-on-one business advisory and coaching to solve their most pressing issues.
- Online courses that deliver quick, practical results.
- Mastermind/peer advisory groups.

## next steps

To learn about the "Moving From Contingency To Retained" online course, go to:  
<https://www.recruiterscoach.com/online-course-for-recruiting-professionals>