

4C Recruiting

# Top Recruiting Podcast Episodes

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# How To Move Cold Recruits Using The BAM Zone.

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In this episode of the Recruiting Conversations podcast, veteran recruiting leader Richard Milligan introduces the concept of the BAM Zone. He emphasizes the need for recruiters to understand the association of Belonging, Affirmation, and Meaning (BAM) with an individual's motivation.

Richard talks about his journey to successful recruiting and how he replaced lower forms of motivation such as money and sign-on bonuses with the BAM Zone. He suggests approaches to represent the BAM Zone effectively during the recruiting process.





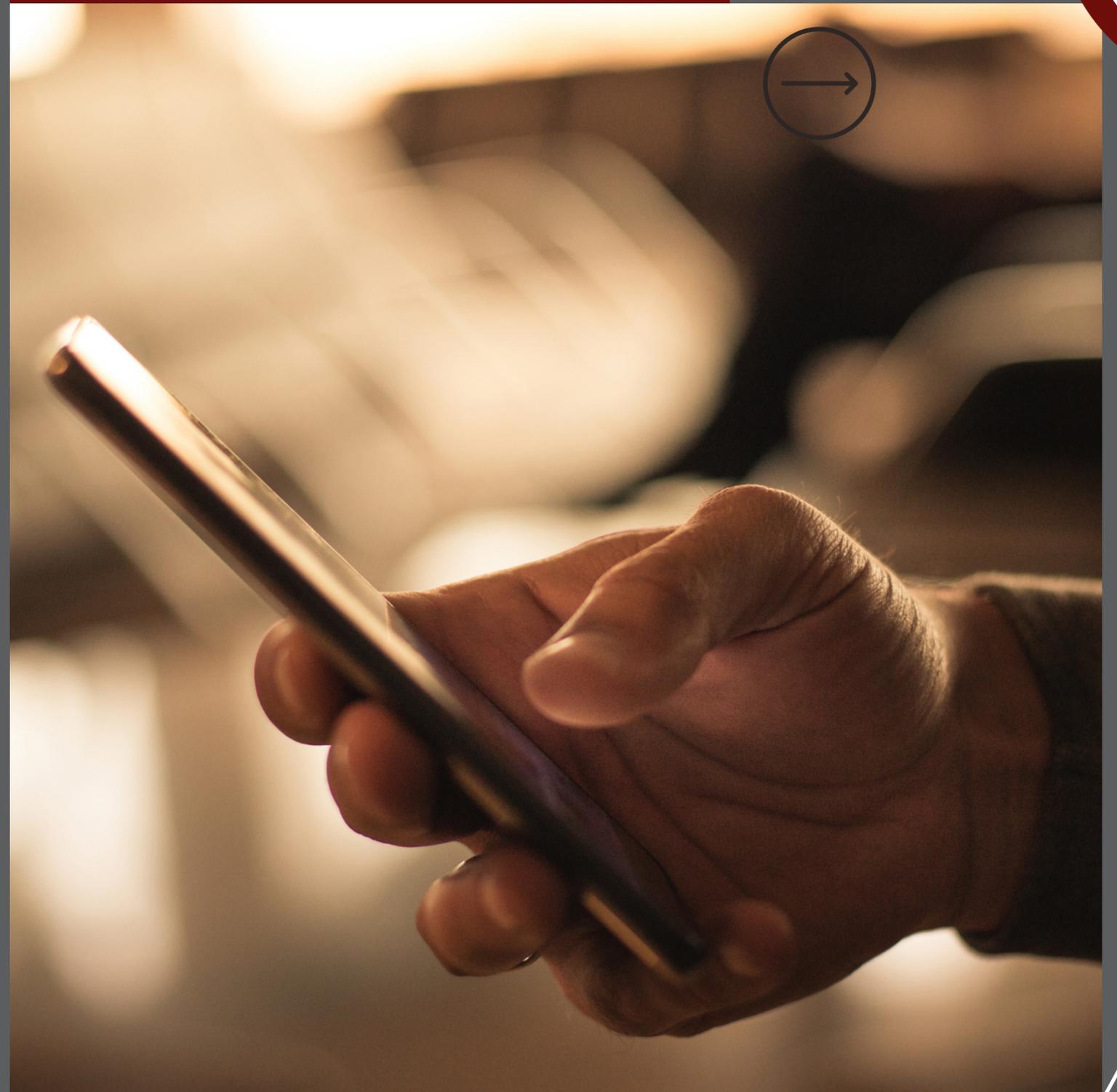
# How To Move Cold Recruits Using The BAM Zone.

Listen On:



# Creating Simple Framework for Phone Scripting

Recruiting leader, Richard Milligan, shares useful insights on how to create impactful phone scripts for recruitment. He suggests that a winning phone script should consist of three key components - affirmation, providing a 'big why' for a meeting, and removing all tension. Richard highlights how leaders, with their personalized touch, can enhance their organization's value in a local market while maintaining healthy relationships with potential recruits.





# Creating Simple Framework for Phone Scripting

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# 3 Questions Every Recruiter Should Be Asking

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Join Richard Milligan as he discusses effective recruiting strategies on his podcast, Recruiting Conversations. Richard emphasizes the importance of understanding what is truly motivational for recruits, focusing on the individual rather than just company values. He acknowledges how difficult it can be to persuade recruits to change jobs and provides three key questions to help stimulate deeper conversations: 'What do you want?', 'Why is that important to you?' and 'Are you saying this?' By tuning into recruits' motivations and desires, Richard believes that you can become a more authentic and persuasive leader.





# 3 Questions Every Recruiter Should Be Asking

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# How To Build Your Recruiting Plan For The Upcoming Year

Join Richard Milligan as he discusses how to win at recruiting by building an effective system and motivating recruits toward meaningful change. In this episode, he shares a coaching session where he guides a client on how to create a compelling business plan with a vision roadmap. Richard emphasizes how vision should be perceived as a step-by-step approach rather than just a goal. He also talks about creating influence, being accountable, committing to personal growth, and innovating as key pillars of a successful business plan. Finally, Richard echoes the importance of having a larger vision and cultivating accountability to exponentially improve results.





# How To Build Your Recruiting Plan For The Upcoming Year

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# Recruiting Success Has A Daily Rhythm

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In this episode of Recruiting Conversations with Richard Milligan, we explore strategies to win at recruiting and drive meaningful change. Richard shares insights on overcoming recruiting fears, particularly anxiety associated with making cold calls. He advises on handling these fears by creating knowns from the unknowns, which thereby reduces fear. Richard stresses the need to change your state of mind and the role it plays in achieving success. Specific tips include the practice of saying affirmations, building a state of gratitude, and managing your energy levels effectively. The talk serves as a valuable resource not only for recruiting leaders but for anyone seeking to improve their approach to challenging activities.





# Recruiting Success Has A Daily Rhythm

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# Here Are 3 Ways You Can Handle Objections From Recruits

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In this podcast episode, Richard Milligan tackles the frequent challenge faced by recruiting leaders: overcoming objections. He walks through how to handle different objections during a call, with practical examples of how to navigate these conversations without losing the potential recruit.

Richard emphasizes the importance of maintaining a positive narrative, focusing on relationship building, empathizing with the recruit's standpoint, and the significance of practice and memorizing scripts. The podcast contains golden nuggets of advice including insights drawn from personal experiences and industry statistics. Richard also touches on the psychological aspects of cold calling and provides valuable tips on dealing with fear and reluctance.





# Here Are 3 Ways You Can Handle Objections From Recruits

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# Don't Operate in The Silo

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In this episode of 'Recruiting Conversations', Richard Milligan discusses the strategies for winning at recruiting despite multiple responsibilities. He emphasizes that recruiting leaders should not operate in a silo, but instead build a system that encourages full-scale collaboration. He gives insight into human motivation using Maslow's theory and highlights the importance of involving more people in the recruiting process to increase one's probability of securing a recruit from low single digits to as high as 70 percent.

Richard emphasizes that engaging executive management is a key factor in recruitment and lays out practical steps to making effective change, such as obtaining clear expectations and creating a structured, collaborative recruitment environment with seven or more persons involved.





# Don't Operate in The Silo

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# How To Minimize Ghosting From Top Recruits

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In this episode of Recruiting Conversations Podcast, host Richard Milligan shares valuable insights on how to optimize the recruiting process and drastically reduce no-show rates on scheduled meetings. He discusses the significant impact of a personal brand, the power of being proactive in communication, and the importance of creating a systemized approach for better success.

Richard also introduces a text messaging strategy that eases the process of setting meetings and reduces friction in the recruitment process.





# How To Minimize Ghosting From Top Recruits

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# How Digital Influences Recruits And Max Out Your Digital Presence

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In this episode of Recruiting Conversations with Richard Milligan, Richard discusses the importance of personal branding in successful recruitment. He shares insights from his coaching experiences and data-backed facts on how a strong personal brand helps not only attract talent but also retain them. He also underlines the role of digital platforms in today's recruitment landscape.





# How Digital Influences Recruits And Max Out Your Digital Presence

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# How Your Vision Dictates Your Decisions

In this podcast episode, Richard Milligan, host and leader at 4C Recruiting, shares their journey of writing and launching a book titled 'How to Dominate Recruiting in the Digital World' within six weeks.

Richard emphasizes the importance of sticking to vision, which can sometimes demand innovation and a rapid pace of work. He discusses the 'flywheel effect' in terms of recruiting leadership and urges leaders to challenge conventional timelines by setting ambitious goals and deadlines. Richard imparts some key business principles for recruiting leaders, emphasizing early-cycle recruiting efforts as one major turning wheel in an organization.





# How Your Vision Dictates Your Decisions

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# Recruiting Well In Difficult Business Environments

Join Richard Milligan in this enlightening podcast episode as he explores recruitment leadership in challenging business environments. In a discussion ingrained with personal experience and industry knowledge, Richard highlights the different mindsets, from victim to warrior, that leaders can employ. Through an examination of each mindset, from its origins to its outcomes, he underscores the need for leaders to embrace a warrior outlook. Such a mindset, according to Richard, allows leaders to face adversity head-on, promote growth, drive innovation, and ultimately, win at the recruitment game. Listen in for valuable insights on improving business resilience, personal growth, and recruitment excellence.





# Recruiting Well In Difficult Business Environments

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# The Value Gap - The Future Of Recruiting

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In this episode of 'Recruiting Conversations', Richard Milligan talks about how the game of recruiting has changed with the aggregation data. He discusses how, despite making the process simpler, it has made it more difficult to stand out due to the increased competition.

Richard emphasizes the importance of relationship building and becoming a person of value instead of just spamming prospects. He also shares insights on how these changes affect the mortgage and other industries and offers practical advice on how to maneuver in this new landscape for successful recruiting.





# The Value Gap - The Future Of Recruiting

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# How Your Data And Technology Are Ruining Your Recruiting Opportunities

Richard Milligan, in his podcast 'Recruiting Conversations', discusses the misuse of data and technology by recruiters that often leads to spamming. He criticizes generic and non-personalized texting campaigns which often yield low conversion rates and damage the reputation of recruiters. Milligan emphasizes the importance of being specific, making data-driven strategies, and affirms that recruiting leaders and recruiters need to stop being lazy and insert their personal touch into the use of these technologies. He also gives an example of how a targeted approach could vastly improve recruitment results using data from the mortgage industry.





# How Your Data And Technology Are Ruining Your Recruiting Opportunities

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# Dealing With Awkward Situations When Recruiting

In this episode of Recruiting Conversations, hosted by Richard Milligan, he discusses how to effectively handle tension during recruitment processes. Richard shares a real-life example where an offer was accidentally sent to a potential recruit's current employer's email inbox, causing tension. Richard emphasizes the importance of leaders addressing the tension head-on and navigating awkward situations with authenticity and consideration. He also teases upcoming episodes that will focus specifically on how, when, and where to ask 'Can I make you an offer?'.  






# Dealing With Awkward Situations When Recruiting

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# Unlock the Secret: Overcome Call Reluctance in Recruiting Now

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In this episode, Richard aims to provide advice for recruiting leaders struggling with cold call reluctance. He offers insight into how personal affirmations, fear management, and having prepared responses can not only alleviate fear and self-doubt but also increase confidence in recruitment calls. Richard also discusses creating accountability with rewards and maintaining a positive and healthy perspective towards cold calling as part of the recruiting process.





# Unlock the Secret: Overcome Call Reluctance in Recruiting Now

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