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**RECRUITING
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MAGAZINE**

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LEGAL HELP FOR A LOW COST

You just received a traffic ticket, so now you're thinking "Guess I will just go in and pay it." You just got in a traffic accident and you're thinking "I wish I knew exactly what to do and say right now." You are thinking about updating your Last Will and Testament — or actually make your first one — and maybe a Power of Attorney or Will for a family member and are thinking "I don't know what I should do." You're thinking about starting a business and are wondering "How should I go about making it a legal entity?"

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Maybe you're considering a divorce but not sure where or when it's going to happen. While you're waiting to see what happens next, why not do a little research to arm yourself with matrimonial law facts that could shape what you

decide to do next. You're unhappy at work and thinking about leaving, you're about to be fired, or you have been fired. Knowing all your legal rights in those situations can be absolutely crucial. You have a neighbor problem and don't know what you should do next. GALR can help you find out what your city, county, and state have on the books so you can decide what to do next. You're having a problem with your child's school/teacher/classmates and it's stressing you out. Learn your legal rights and then go about making a plan of attack. You're potentially involved in an estate matter and want to know what everyone's rights are connected to the estate; quickly find out and go from there. GALR, LLC, also provides legal research on all federal law topics.

Concerned about a tax issue? Find out all of your rights along with what the IRS can and can't

do, so you'll know what options you have. Have a social security, pension, disability or welfare question? Find out what the federal law is on your subject and then go forward.

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WHO ARE WE?

ALSA represents the interests of the staffing, temporary, temp to hire and career placement industries — from the one-man office to some of the largest offices in the state.

Our Association has served the industry for more than 10 years. We work with the national association to provide valuable member benefits that offer a return on your investment.

All of our programs and services are geared toward helping members meet the needs of a changing marketplace. Any one of the programs listed can help your business run more efficiently and cost-effectively. Your membership in ALSA, dollar for dollar, is the best investment you can make.

WHY SHOULD I JOIN?

Often, when we talk to prospective members about joining ALSA, we assume they will know how membership will help their business.

There is only one question a prospective members' wants answered, "What's in it for me if I join?" Here are some answers to that question: new ideas to boost profits, save money, a real voice in government, improve your image, updates on hiring good employees.

ALSA protects the wellbeing of your business by promoting legislation that benefits the staffing industry. We work with state and local governments to control burdensome regulations and we fight against unfair competitive practices. Our Association offers an

insurance benefits trust that provides comprehensive employee benefits for our members and their employees. ALSA's goal is to offer a state-of-the-art portfolio at the most reasonable cost. Networking opportunities are a crucial component of the services provided by ALSA. Our members participate in workshops and seminars, conventions and conferences, sharing information, offering solutions to problems and discussing ideas that can save time and money. As a member of ALSA, you can take advantage of the collective opportunities provided through the state and national associations. When you join ALSA, you become part of a federation which serves your needs at home, in Alabama and across the United States.

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Name of Firm _____

Street Address _____

City, State ZIP _____

Phone _____ FAX _____

Website _____ Contact Email _____

Is your business an Independent or National company? _____

Total number of offices operating in Alabama? _____

Please include addresses of all your offices to insure we have them on our mail list.

Is your company a member of ASA? _____ [Membership in ASA is not mandatory.]

How did you hear about the association? _____

Date _____ Signed: _____

Name [print or type]: _____



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What's The Hype About Standing Desks?

BY: STAFF WRITERS



This time last year, standing desks were everywhere. They came out of nowhere and everyone bought into the hype without question, reasoning that standing has to be better for you. However, that may not be the case.

When standing desks were first introduced, everyone had to have one. People wrongfully assumed that because you're standing all day that the desks are better for your health, but that seems to not be so.

With the introduction of standing desks, research began emerging on the dangers of the “sedentary lifestyle,” however, studies have shown this research to merely be marketing hype for the desks. While standing does promote slightly more physicality than sitting, the impact is not significant enough to commit to the switch. Standing desks help alleviate strain in the shoulders and neck, but they increase strain in the knees, legs, and feet, making their usage counterproductive.

Experts recommend sticking with your typical sitting desk and just taking regular breaks to improve your health. Simply walking around the office for a few minutes every couple hours can do much more to improve your physical health than a standing desk.

FUNNELS ARE JUST OLD SCHOOL LONG SALES LETTERS

BY STAFF WRITERS

For this podcast Wilson Cole, President of Adams, Evens, & Ross (AER) and Ally Cole, brand manager for ELOC Global, talk about new versions of marketing tools that have been around for decades but were recently upgraded by technology and given new names.

Some examples of these new versions of marketing tools include sales funnels and lead magnets. As Wilson explains, the old versions of these tools were known as sales emails, which were super long and went through the details of the AER collections process and the perks of going through it. Before that there were sales letters, which basically did the same thing as sales emails but were in paper form and mailed/given in person to prospective clients. Modern day sales funnels are more effective than tools of the past because of the research into human behavior that has been utilized in the marketing industry when creating tools like sales funnels. For example, research found that giving potential clients bite-sized pieces of information was better than trying to sell them immediately with a huge sales letter/email. These bite-sized pieces of information are spread across various landing pages with-

in a sales funnel. The technology of sales funnels can help identify the type of person visiting your website: is it a brand new person? A returning client who just needs to be reminded of your services? Another type of person? Knowing who you are talking to is a big part of knowing how you can help them. Wilson's suggestion for improving your sales funnel is to improve the copy writing of the funnel by pulling copy writing from an old sales letter (that was successful) and placing it within the funnel. Another overall goal of sales funnels is to help make it faster/easier for potential clients to find the information they're looking for on your website. The faster/easier they can find that information, the greater the chances of landing a sale compared to all visitors hitting the same landing page and having to go searching throughout your website for what they're looking for, potentially giving up in the process

because it's taking too long/too difficult to navigate. Wilson confirms that he is sold on the idea of sales funnels and that after AER started using them, AER quickly saw a jump in growth. If you have any follow up questions about sales funnels for Ally, you can email her at ally@elocglobal.com.

2 KEY QUOTES

1. Wilson's suggestion for improving your sales funnel is to improve the copy writing of the funnel by pulling copy writing from an old sales letter and placing it within the funnel.

2. Another overall goal of sales funnels is to help make it faster/easier for potential clients to find the information they're looking for on your website.

GOOGLE ANALYTICS



ALLY COLE

BRAND AND MARKETING
MANAGER OF ELOC GLOBAL
GROUP OF COMPANIES

There are so many great things you can do with Google Analytics it can be a bit overwhelming when pondering where to even start. From creating funnels to tracking events, it can be hard to keep it all organized. But if you can make Google Analytics work for you it can show you so many amazing insights into how people are interacting with your website. This will lead you to a better idea on how to target people interested in your services. Here are some great things to keep in mind when beefing up your analytics.

1 *Keep your objectives up front and center*



It is very easy to get caught up in all that Google Analytics can do and forget what exactly you are looking for in all the data. When creating new goals and events, think about how the data will contribute to the conversion story of your clients. Ask yourself what you want your clients to do and find when coming to your website. Is your website an E-commerce site or brand awareness site? These things will change what your goals are with your future clients.

2 *Walk through your events*



Keeping your objectives in mind, really walk through what it is like to be a client finding your website for the first time, or a returning client. See what events are great indicators of a future conversion that you might not even be tracking yet. If a lot of people are leaving your website on a specific page, that's either a good thing because they found what they were looking for or a bad thing because something pushed them away. Do not be afraid to do some investigating. A good example would be a cured meat seller who sells their meat all over the country and

couldn't figure out why everyone left his website on the shipping page. They had already been sold on the product and put in their payment information, but they didn't hit submit and complete the sale. Why was this happening? It turns out it was because people did not want to pay more for shipping than what they were actually ordering.

Once the cured meat seller realized that fact, he readjusted the pricing and started selling more meat. The volume of people bouncing on the shipment pages went down drastically. This was not a clear problem until he walked through his website events, just like you should do too.

3 Use funnels



There is a process for becoming a client for any business. People do not always Google your company with their credit card in hand ready to give you their business, even though that would be amazing. People come to your website and look around to see whether they should pick you or the other guy. This looks different for every company, but if you walk through your events, you should have a pretty clear picture of what that looks like for your clients. You might find people who click on the “about us” page then the “contact us” page before sending an email are twice as likely to convert if they are put on your newsletter list.

That’s a very simple walkthrough of what this might look like for you, though it might look different for different types of clients, so do not be afraid to make more than one funnel.

4 Use Dimensions and Metrics



Dimensions show qualitative data while Metrics show quantitative data and when used together, they can tell you a lot about who is coming to your website and where they are coming from. You can break down what states people are coming from along with sessions and pages. This can give you a much clearer view of who your target market is.

5 Give a money value to your goals



Lastly, give your goals a value. Especially with B2B marketing where deals range in thousands of dollars and people are much more invested in their decisions, not everyone who comes to your website will automatically convert, but they could take steps in that direction. When there is more money on the line, people are going to think more about the decisions they make compared to buying their next pair of shoes, but that does not make their interest in you any less valuable (even if it might take some time).

There is so much great data to be found in Google Analytics if you know the right questions to be asking. I would highly recommend going through the Google Analytics Academy where you can get certified. You can move at your own pace and do it all online. <https://analytics.google.com/analytics/academy/>

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HOW TO MULTIPLY YOUR CONTENT MARKETING WITHOUT ANY ADDITIONAL WORK

BY STAFF WRITERS

Wilson Cole, President of Adams, Evens, & Ross (AER) and Ally Cole, brand manager for ELOC Global, cover the topic of getting maximum utilization out of your marketing content.

For example, if you do a podcast there are multiple other ways to re-present the content from the podcast, such as an article like this one, a video on YouTube, and images with quotes from the podcast shared on Instagram. It is a good idea to re-present the information in multiple ways because different people learn or retain information better in different ways. Some people are visual learners, some are audio, and some people like reading. A person's schedule/environment can also have an impact on the way that they interact with content. For example, if a person wants to make better use of the time that they are driving, trying to experience video content is probably not a good idea; they would probably opt for audio content. Also consider that certain forms of media

are better suited for certain media platforms, such as videos for YouTube and pictures for Instagram. The suggested frequency of posting content to each media platform varies since the "shelf-life" of content varies from platform to platform. Ally points out that learning the proper frequency of posting content to each platform is important because you do not want to be disruptive, which could be worse than not being on the platform at all. AER is currently utilizing this approach to maximizing marketing content by re-presenting podcasts recorded by Wilson and other members of the ELOC Global team in various ways, such as this article. If you have any follow up questions about content marketing for Ally, you can email her at ally@elocglobal.com.

2 Key Quotes

* For example, if you do a podcast there are multiple other ways to re-present the content from the podcast, such as an article like this one, a video on YouTube, and images with quotes from the podcast shared on Instagram.

* Ally points out that learning the proper frequency of posting content to each platform is important because you do not want to be disruptive, which could be worse than not being on the platform at all.

BACK DOOR HIRES

#1 Excuse : “We already knew the candidate.”

EBOOK AUTHOR WILSON COLE | WWW.BACKDOORHIRES.COM

The most common excuse we hear from debtors that do not want to pay a recruitment fee is, “We already knew the candidate.” In most cases, these types of back door hires are the easiest to collect. The biggest hurdle for us to jump is to help the debtor understand that knowing the candidate and knowing they are looking for a job are two very different things. We also have the backdrop that the owner of the company is MAD; they are not really angry with the recruiter, but they are mad at either themselves or their HR manager because they did not have a better pulse on what candidates were actually available.

Typically, we get two versions of this argument that “We already knew them.” For the first one, I can follow their logic; while the other one is a character issue within the culture of the hiring company and tells volumes about the person on the other side of the desk.

Argument Number One:

“We already knew him and talked to him last week at a trade show.” I have so many recruiters call me and tell me about this scenario, and then they follow up with asking me, “Do you think they owe me?” The answer to that question is a definite yes. The fact that they know the candidate is 100% totally irrelevant unless the candidate is actively interviewed or in discussions with the hiring company. If you recruit in a niche industry, then it is not at all uncommon that everyone knows everyone. This is especially true when it comes to sales and marketing candidates and, to a lesser degree, higher level management. They see each other at trade shows; they are talking to each other and referring clients and prospects back and forth at different times. The difference is knowing someone and knowing that they are ready to make a change that is

the key. The fallback position is always going to be “procuring cause.” If it was not for the recruiter’s actions making that connection at that point in time, they may have never known that the candidate was available at all. I do understand the frustration that the person signing the check must feel. They knew the guy and their people spoke to the candidate, yet no one mentioned it. They are hiring, and now a \$35,000 fee is owed. If you find yourself with that argument, simply ask the hiring company if they bring it up: if we follow your logic that you knew the candidate but were not interviewing them, would that mean we could ever bring you a candidate that you have never come in contact with? Once you phrase it that way, about half of the hiring companies will, reluctantly, go ahead and pay your fee.

Argument Number Two:

“We already knew the candidate; Steve in marketing had worked with him a few years ago.” When you hear this argument, understand that the hiring company does not want to pay your fee and they have created an excuse to justify stealing from you.

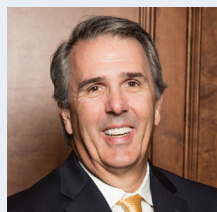
Let me explain:

Assuming that the candidate is not actively or has not been actively interviewing with this company, what happens 95% of the time that we hear this excuse is after you ID the job to your candidate, they then Google or go to LinkedIn and see that an old business associate works for this company. So they reach out to their former business associate and ask, “What is the company like?” or, “put in a good word for me,” etc.

This is a perfect example of “We knew them already, and after you made the association, we realized that we had mutual connections.” Please understand this is not a real reason; this is more of an excuse. Also, realize that I am not saying do not tell your candidate where you are presenting them. I am saying you should always do that, unless the search is confidential. I want you to tell them, but I also want you to document these conversations in email.

Notes from your system will not hold up when their attorney gets involved, nor will call records.

The best type of documentation is an email chain where you present the job to the candidate in writing. If you are not already doing this, it is your first homework assignment that I want you to do for the rest of your career: document everything through an email chain. I also want you to understand that the longer you wait to take action on this type of back door hire, the harder it will be for us or anyone else to collect. If you continue to talk to the hiring company, you run the risk of saying or doing something that will make the account uncollectible.



WILSON COLE

FOUNDER & CEO OF
ADAMS, EVENS, & ROSS

Profiles In Success

In this interview Ally Cole speaks with Wilson Cole on the secrets behind his success. For a little background on Wilson, he founded Adams, Evens, & Ross more than 2 decades ago, and the company has grown into the nation's largest credit and collection company exclusively for the staffing and recruiting industry. Wilson's company has helped over 3000 staffing and recruiting firms collect over 1 billion dollars in past due debt. In 2015, Adams, Evens, & Ross opened its London UK offices to give the company global reach for staffing firms and recruiters worldwide.

AC: How many offices do you have?

WC: We are based out of Atlanta. We also have offices in the UK, New York, Manila, and Toronto.

AC: What has changed in the staffing and recruiting industries since you have gotten started?

WC: The biggest things we have seen shift in staffing is the way people view staffing. When I first got started, temporary jobs were something you did when you first got started or lost your job. It was a transition period. With the newer generations, they love flexibility and temp work offers that to them. With the recruiting industry, I have seen a huge jump in back door hires. I think this might have been going on all along, but now we can finally track when people do it. With our BDH software, we have located \$20,000,000 just in the last 3 years in back door hires' fees. Going off of this, recruiters have done an amazing job using the tools like LinkedIn and Monster to better monitor companies for potential back door hires.

AC: I have a couple questions that are a little more personal for everyone to get to know you better. They all go over your secrets to success. First, what is your next big move?

WC: Over the years, we have been acquiring companies. On the Back Door Hires side, we have bought a competitor. We have expanded our offerings to our clients because we already have 3,000 which is roughly 25% of the industry. I want to get that up to 50%. We just want to give our clients more offerings and make what we are already doing even better.

AC: Do you have a favorite business book?

WC: I have more than one. I am a lifelong learner. Jay Abraham and Brendon Burchard are some of my favorite speakers. Rich Dad Poor Dad is a book I highly recommend. It is a little more philosophical. The book that really changed my business is The E-Myth by Michael E. Gerber. It talks about if you have problems within your company it is most likely systems related not people related. Think about a franchise vs someone starting up a small business. The franchise has a much better chance of making it because they already have good systems in place.

AC: Do you have a favorite trainer or mentor you look up to?

WC: With the magazine, I had the pleasure of meeting Jay Abraham who is one of my idols. He probably has more to do with my success than anyone else. Through meeting Jay Abraham, I got to know Gordon Bizar. He is best known for doing leveraged buyouts.

AC: Lastly, what would you tell your 25-year-old self?

WC: Do not be afraid to fail! On average in the US, a successful business owner does not find his success until his third business. I had businesses in my 20s that did not work out, but I learned from every single one. You have to embrace failure because that is part of the process of growing and learning. Do not ever stop yourself from doing something because you are afraid of failure. Do not get sad over it; get excited! It is just a lesson. You only truly fail if you do not learn from your mistakes.



Open vs. Traditional Floor Plans Within an Office: Which is Better?

By: Rachel Woods

Let me start by answering this question straightaway: it depends. The floor plan of an office needs to reflect the organizational culture and management style of that office. As with many of my prior articles, “business know thyself”!

At one end, is the culture typified by a stable business model and mature market? The company itself has been around with improvements, but no radical change for many years, possibly decades. It probably has developed an office migration strategy as part of its informal compensation plan where privacy has value based on old military models. At the bottom are the soldiers: well trained to do their job and they are typically in an open configuration with little privacy. Everyone can overhear their conversations and walk around seeing what is on their screens. This is a command and control environment. Supervisors and low-level managers get a tiny bit more privacy, perhaps with a glass walled office, to reflect the need to do a private conversation with employees, but strategic direction and client relationships are not really part of the job. Their task is to ensure the troops follow the battle plan laid out by the generals. Upper management gets to have the ego stroking sepa-

rate floor and conference rooms so they can do bigger thinking and bigger conversations with clients who need to feel special. There really is nothing wrong with this model and many people thrive in it. It may stifle innovation, but in a mature business that is not really as important as following the process with perfection.

At the other end of the spectrum, and most organizations are not at either end of this pendulum, is the type of company described by Richard Sheridan in “Joy Inc.”. This advertises an open room with no fixed interior walls where everyone sits and that includes the CEO and HR/Payroll. There is no privacy at all for anyone, but somehow the group mentally motivates and encourages everyone such that production is high, and innovation is constant. This business model is one of constant new projects where the communication pace of the standard hierarchy would be too slow and inefficient.

As stated above, most companies are in-between the extremes, but careful self-reflection on company culture will reveal how much togetherness makes sense for your situation.

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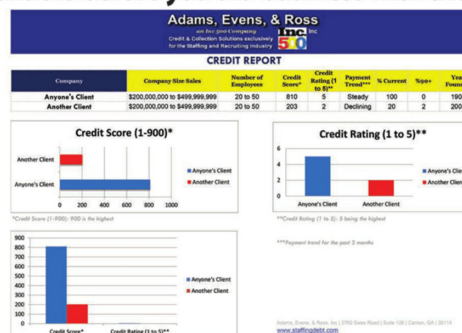
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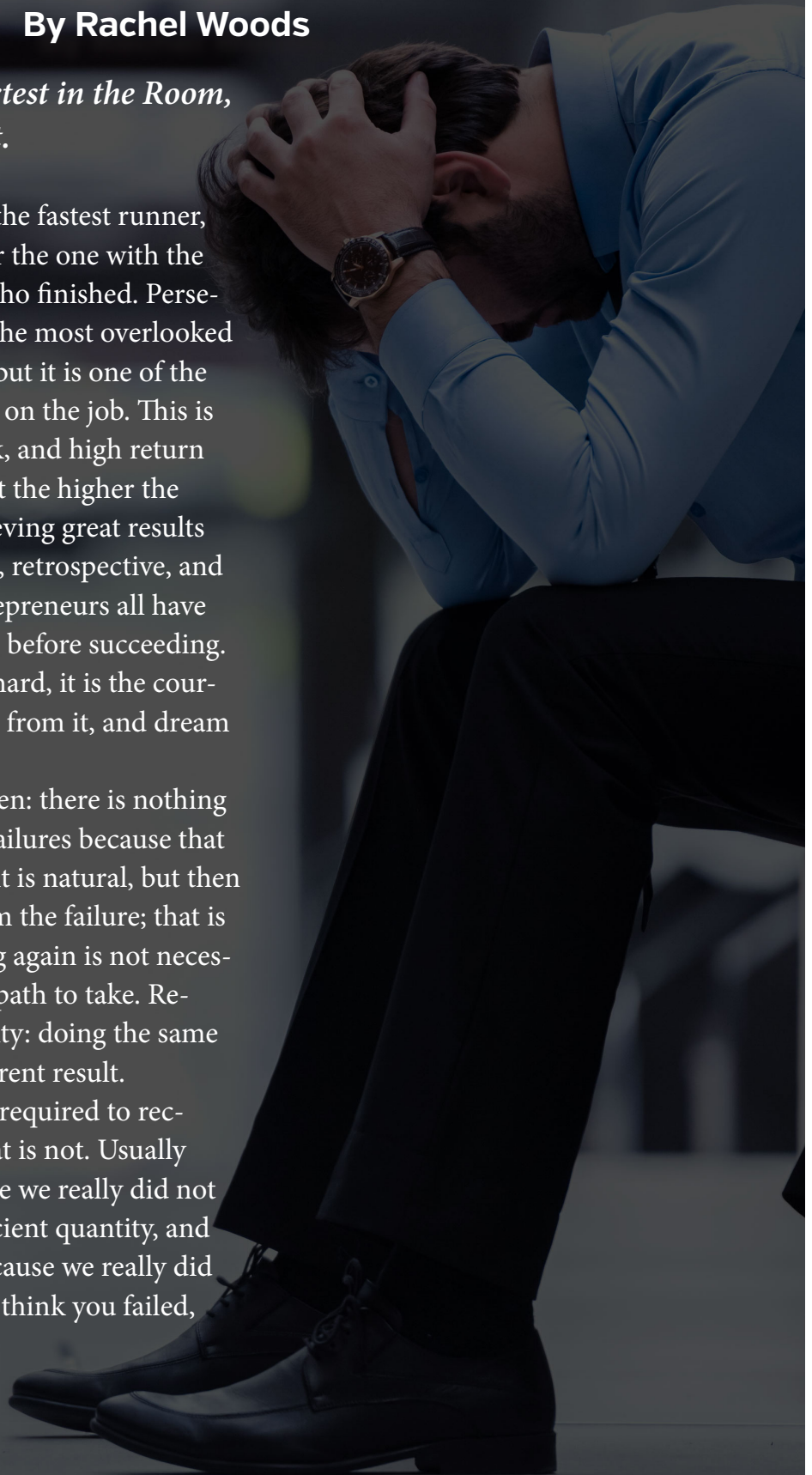
By Rachel Woods

*You Do Not Have to Be the Smartest in the Room,
You Just Have to Try the Hardest.*

The winner of the race is not always the fastest runner, it is not always the most prepared, nor the one with the best shoes, but it is always someone who finished. Perseverance (aka stubbornness) is one of the most overlooked character traits in the hiring process, but it is one of the most important indicators for success on the job. This is especially true of high stress, high risk, and high return potential jobs. It is almost a cliché that the higher the value the harder it will be to do. Achieving great results usually means several cycles of failure, retrospective, and retry. Well-known inventors and entrepreneurs all have stories of failure, usually several times before succeeding. It is not the vision to dream which is hard, it is the courage to see your dream shattered, learn from it, and dream again that achieves greatness.

Some of the best advice I was ever given: there is nothing more devastating than a life with no failures because that is a life wasted. Go ahead and grieve, it is natural, but then take a look at the situation. Learn from the failure; that is the only important thing to do. Trying again is not necessary, unless you decide on a different path to take. Remember Einstein's definition of insanity: doing the same thing repeatedly and expecting a different result.

There is a certain amount of wisdom required to recognize what is really possible and what is not. Usually though, the reason we failed is because we really did not think and act early enough or in sufficient quantity, and sometimes the reason for that was because we really did not care. So look carefully at why you think you failed, and plan what you can do about it.





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WHY DON'T WE WORK A 4 DAY LONG WORK WEEK IF YOU STILL GET IN 40 HOURS?

By Rachel Woods

Here is an interesting thought: we can achieve all we need to get done in only a few hours per week. So, what about all the other time? We all have $24 \times 7 = 168$ hours per week. In that, we are supposed to live and be productive for our society.

Assuming 8 hours, as recommended, is used in sleep per night, we now have $168 - (7 \times 8) = 112$ hours. Those are the hours we have to eat, get all required maintenance accomplished for our households, maintain familial and social relationships, refresh ourselves, and produce value for our society. It is traditionally accepted that 40 hours of production value will be sufficient to earn the means of survival for ourselves and our families. There is even a little bit of growth built into that number, but ours is certainly not the only society in the world. Some countries operate on less than 40 hours, such as those in Europe, while others, such as those in Asia and Africa, subscribe to work more than 40 hours per week.

Each and every person has to create their own time budget to effectively use their hours to support their personal values and goals. Including work,

continuing education, and self-improvement in that time budget is a very good idea. Some people muddle through doing what is required with no thought for intentionally allocating time and they seldom seem to have enough time. There are people who do the same with their money, and they seldom get rich. Sometimes the nature of the job mandates the time requirement. Agricultural workers must follow the sun, first-responders and medical staff often work very long shifts with long breaks in between, and those with jobs supportive of shopping hours must adapt to the store schedule. Some jobs are so supportive of a steady process, think manufacturing, that 8-hour shifts can be measured with a stopwatch. Each job has different requirements and each person has different values. When they match, it is a good job for the worker and a good worker for the job.



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IT IS NOT ENOUGH TO SAY WHAT YOU DO, YOU HAVE TO SAY WHY YOU DO IT

By Rachel Woods

Everyone has heard of the infamous “elevator pitch” in which you are supposed to justify your importance to the organization in the time it takes you and the Big Boss/ Important Client to ride the elevator. There are many guides for how to put together this short but powerful message and how you need to prepare, memorize, and practice it. Essentially, they are all some variation on who you are, what you do, and why it is of value in 30 seconds or less. In addition to your short pitch, you will probably want to prepare a longer version, between 3 to 5 minutes, in case you are asked that question at a social gathering and have a little longer to introduce yourself.

Let’s go back to that 30 second pitch and the last part of it; specifically, let’s discuss the part that is least likely to be remembered by you, but the most important to that career influencer in the elevator: why. Why do you do what you do? It is a statement of value. Why do you get paid? What does the organization really get from you that counts? If you can answer that question, then you have justification for being part of the team. If the answer is purely procedural and administrative, then try again. Here are some examples:

Good:

- I help customers by (insert action).
- I increase profits by (insert action).
- I control costs by (insert action).
- I help with customer retention by (insert action).

Bad:

- I answer calls from customers.
- I manage product margins.
- I search out waste.
- I try to talk customers into not leaving.

Take note of the first set; they are all starting with a short but very business value-oriented statement. The second set is really just the action you take, although several could be a little more carefully worded. The action alone is not enough; you need to explain the value too, but do not assume it is obvious. On an elevator, with other things on their mind, the career influencer with whom you converse may also be thinking, “Do you know why you matter?”



Why You Cannot Talk Money?

Recruiters have a skill that brings a large benefit to many employers as they are searching for the next perfect employee for their business. They can do all the research for the hiring company and come back with a handful of perfect candidates for that company to sort through and hire. However, recruiters are in a sensitive position by needing to gain all the information required for the hiring company while not violating any federal, state or local hiring laws. The most recent law that is starting to take effect across the country like a wave is a ban on asking about salary history for candidates.

Currently 11 states, 1 territory and 10 localities have enacted some sort of ban or restrictions on an employer asking for current or previous salary information or using the salary information, that may have been voluntarily given to the employer, to help determine their salary. Each jurisdiction that has invoked these laws can be divided into 4 main categories with slight variations among them. The categories are: A complete ban on receiving and using the information for all types of employers, a complete ban for any government entities or any contractor working with the government, can use the information only after an offer has been extended and lastly ones that you can only use the information if

received voluntarily by the candidate. Areas with laws or regulations that completely ban any employer to ask for or use this information are as follows: California, Puerto Rico, Kansas City, New York City, Albany County (NY), Suffolk County (NY), Westchester County (NY) and Philadelphia (PA). The regulations only apply to agencies of the government, New York, Pennsylvania, Chicago, Louisville, New Orleans and Pittsburgh. In the following states you can ask or use if volunteered only after an offer has been extended: Delaware, Massachusetts, Oregon and Vermont. Connecticut and Hawaii are some states where you can use salary information at any point in the hiring process as long as it is

volunteered.

The categories above are a broad break down for quick reference of how states are applying these bans but each individual regulation or law has their own nuances that should be reviewed for individual businesses in those states. While this may seem like a growing trend that will spread throughout the country, Wisconsin and Michigan are putting regulations into place to do the opposite; making it illegal for localities to put bans on asking salary information. Additionally, some of these laws banning questions regarding salary are currently being challenged in the court cases across the country. The outcomes of these cases will also factor into whether or not this trend continues to grow. On a closing note, as state lines continue to blur for the recruiting industry, it allows for this to become something that all recruiters need to be aware of as they may inadvertently be in violation if these questions are part of their standard systems.



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5 STEPS TO A COLLECTION LETTER



WILSON COLE

FOUNDER & CEO OF
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I must get 10 calls a month from prospective clients who ask me for collection help on a past due account, and when I ask if they have sent a final demand letter, 75 percent of them will tell me they have not. Now, I do appreciate that everyone thinks of me when they have a collection problem, and I do not like to turn down business, but I will tell you what I tell them.

I first ask: "Has your debtor told you he is not going to pay?" It does not matter why - it could be he does not have the money, he disputes he ever agreed to your services, or someone has stolen your candidate or temp. If that is the case, then I do not recommend sending out a final demand because it would be a waste of time. But these cases are the exception. My best guesstimate is that only about 10 percent of your collection issues will fall in that category.

The vast majority of your past due clients would benefit from a final demand letter from your company before you turn over the account to me for collection. The fact is that 50 percent of your debtors probably will pay after your final demand letter. Think about that. You could save many thousands of dollars every year in collection fees by simply sending one more letter. But like most things in life, you have to do it the right way. So, let me share with you a few things you can do to help insure the success of your final demand letter.

All successful final demand letters have five key ingredients that work together and make the letter more effective.

Ingredient one: Your demand letter must have an exact date for payment. Do not say something like "the balance needs to be paid within 10 days of this letter." This could be confusing; does it need to be paid 10 days from the date of the letter or 10 days from receipt of the letter? Does the payment need to be mailed within 10 days or does it need to be received then? You need to eliminate any confusion, so your letter must be very direct and specific. For example, it should say something like, "I must have payment in my office by or before May 20, 2019."

Ingredient two: You must state what will happen if you do not receive payment, but on this issue, you should be less direct. The fear of the unknown will work far better than specifics on this issue. I would recommend saying something like, "if payment is not received, then we will move forward with all legal means necessary." Another reason I recommend you do not give specifics is that different debtors have different hot buttons. Some debtors are very concerned about their credit; others do not care. Some are scared of being sued; others welcome a lawsuit because it buys them up to 12 months to pay up. They may think: "Good, now I can pay them in full on the courthouse steps when, or if, this ever goes to trial."

Ingredient three: Note that you're sending a copy to me or your attorney. This plays back to the fear of the unknown. Your debtor may think that you have done this to lay the groundwork for any additional action you may consider in the future. It also sets up either me or your attorney if they fail to pay you. We get to borrow from your credibility.

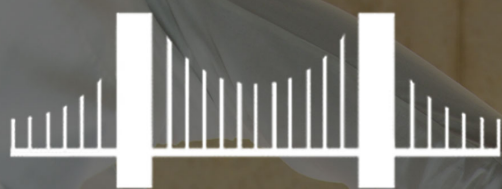
Ingredient four: Send the letter U.S. mail certified return receipt requested. The cost of a certified letter is about \$6.50. But the bang for the buck is huge. A certified letter triggers human fears and emotions - the fear of the unknown and the fear that you may be documenting the issue to bolster your case. You kick in a little embarrassment as well when the debtor has to sign for the letter in front of his/her employees and the letter carrier.

Ingredient five: Is really a lack of an ingredient. That is, do not follow up with a phone call or email to see if the letter was received. Do not send another demand letter. The best comparison I can make is what any rookie salesperson learns during any sales training 101 course: when you ask a closing question, then SHUT UP. He who talks next will lose every time. Once you have sent your final demand, you have made your closing question, and if the debtor does not buy it, then you need to send in someone else to close the sale and convince the debtor it is better to pay the debt than not to.

Keep in mind what I said at the beginning of this article, and that is you will collect 50 percent of the accounts to whom you send a final demand letter. For those who do not pay, the best that you can do is set up either your attorney or me for success. The fact is that you asked your debtor to pay and said clearly what you would do if payment wasn't made. Then, when I call, I can leverage your credibility and walk the debtor down the path of events of what will happen if payment isn't made.

The fact is if you do your job as I outlined, you will need me a lot less in the future. But in the event that your debtor does not pay after your final demand letter, the worst case is that you have set it up so I can be much more successful for you in the collection process.

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