



## The Magnificent 7 Tricks for Extreme Customer Service

**Presenter: Greg Doersching, Founder of The Griffin Group**

Greg Doersching is Managing Partner and Founder of The Griffin Search Group, a National Search Firm working in the direct hire placement industry. He is an active recruiter who still runs a highly productive desk and is in the trenches day-to-day, just like the rest of us. He is also developer and Chief Architect of the highly successful Bullseye Recruiting Process.

For the past 15 years, Greg has been recognized as one of the most cutting edge voices in the recruiting industry. He is an International Trainer and has presented dozens of workshops and Keynote Addresses for recruiting association events. He is consistently rated as one of the top presenters for each conference.

In this presentation, Greg tells us how to clearly separate and differentiate from other recruiters, create an extreme level of customer satisfaction, make more placements and much more.

### Meeting, Week 1: “The Magnificent 7” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Pause the video at 37:45 and review Steps 1 through 4. Resume Week 2’s meeting at 37:45 and watch through the end of the video, using the material below to incorporate Greg’s tricks into your own closing process.

#### Trick #1: Start Role Playing

*“Do you have 10 minutes free anytime tomorrow?”*

*“Excellent, tonight I’m going to do my homework and tomorrow I’m going to give you a call and present this opportunity to you as if you were the candidate. This way you will be able to hear the message I’m about to take to the streets on your behalf, and if there’s anything we need to add, amend, correct, or fix – you get a chance to do it before I actually start talking to candidates. I’ve found it’s an excellent way to make sure that the message is absolutely correct so I’ll call you at 10:15 and we’ll get that done.” (or the candidate recruiter variation)*

**Can you see yourself incorporating this step into your process? What are the benefits to you and to the client?** \_\_\_\_\_

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#### Trick #2: Weekly Updates

**How would this trick work best with your clients? If you add candidates once you start your internal qualifying process, regardless of if you ultimately present them, how can that benefit you and the client?** \_\_\_\_\_

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Example:

Week of: 1/12 to 1/17

Position: Maintenance Manager

Number of Candidates pitched the position: 87

**Candidates:**

Jim Smith  
Brian Johnson  
Betty Jones  
Janet Walker  
Timothy Billibob  
Bubba Franks

**Status:**

Personal Interview – 11/2  
Telephone Interview – 11/3  
Waiting for feedback from you.  
Waiting for her resume.  
Sent not interested letter – 10/31  
2<sup>nd</sup> Tier Candidate based on skills

**Items for your attention:**

I have talked to 47 people about this position of those 38 of them are currently making a base salary over 90K which is the top end of your range. Can we do anything on base or would you rather consider a candidate with 3 years of experience vs. the 5 years you requested?

**Candidate Questions:**

Will this position interface at all with the customers during the sales cycle??

**Trick #3: SUPER Submits!**

- If I'm honest, have I ever:
  - Submitted a candidate because they are close to what my client is looking for, and I'm eager to get a resume in front of my client
  - Submitted a candidate who was qualified but fell significantly outside of the client's salary parameters
  - Submitted an unqualified candidate because it had been several weeks and I still didn't have a submittal
- Does my candidate meet 85% of the client's specified preferences?
- Can my candidate clearly articulate reasons for making a change, and it's not about compensation?
- Does my candidate have an expectation of a compensation increase that is no more than 5% over the top of my client's specified salary range?

Concisely compile the candidate's information within the Candidate Opportunity Profile Form (example at the end of this Facilitation Guide). Not only are recommendations built within the first page of the Profile (which is what the hiring manager sees first when opening up the document), but there are already set times to interview which will expedite the process. This will set the tone for a high level of professionalism, and separate you from other recruiters who are not as thorough.

Greg's email template is as follows:



*I am presenting Bob Johnson to you as a candidate for the Program Manager position. Attached you will find his profile for your review. I know that Bob has received a number of calls from recruiters regarding positions similar to this so I encourage you to review the information as quickly as possible so we don't lose him to one of your competitors. His availability for interviews is listed on the top sheet of his profile.*

**How can I increase my control with Trick #3** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Trick #4: Star Email**

When you have the following, what is your plan?

- You have a STAR candidate you are actively engaged with.
- You see a posting for a job that would be an excellent fit.
- The ad identifies who the position reports to.
- The reputation of the Target Company is excellent.

**Example:**

To: (Put the likely Hiring Managers email here)  
Cc: (Put Pres/CEO and HR persons email here)

*As a matter of professional courtesy I wanted to make you all aware of a candidate that is currently working with one of your competitors that has expressed a specific interest in leaving that group. He is being extremely selective and confidential in his search and as a result is working with me to represent him. I am attaching a "blind" version of his resume for your review if you have any interest in discussing employment opportunities within your group with this individual please feel free to contact me.*

**Are there any current candidates who could possible qualify as a STAR Candidate? What research will you do to identify existing opportunities for that candidate within the market outside of your current set of clients?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***If you are breaking the Episode into two meetings,  
end now and resume next week.***



## Meeting, Week 2: “The Magnificent 7” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Resume Week 2’s meeting at 37:45 and watch through the end of the video, using the material below to incorporate Greg’s steps into your own closing process.

### Trick #5: Negotiation before the Final Interview

*“Before I schedule this interview, I have to ask – do you really want this job? Our client’s expectations are that if this goes well, they will be making you an offer and they are anticipating that you will accept. If you aren’t sure, now is the time to say so. It’s okay if that’s the case – but we need to talk about it now. Should we proceed with scheduling the interview?”*

*“Is there anything at all you or your family still have questions about that you’d need answered before you could accept the position?”*

*“We need to discuss compensation one last time. Let’s go through the full comparison profile I sent you because I will be sending the client in writing what it is you are currently making and what they will need to offer you in order to have you accept.”*

**How do you currently pre-close on compensation expectations prior to the offer? How do you currently communicate, in writing, expectations early on? Would adding this trick into your process help avoid future issues?** \_\_\_\_\_

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### Candidate Email

Tom,

I want to just confirm everything we talked about earlier today. I am going to schedule your personal interview with Schrieber Foods for 10 am on Friday the 27<sup>th</sup>. Also, I want to make sure I had a very clear understanding as to all of the things we discussed concerning compensation so I am outlining what I heard below. Please review this and email me back that my information is correct. As soon as I get that email back from you I will schedule the interview with Kim.

Thanks,  
Greg

#### Current Compensation

Base: \$72,000  
Bonus: 15% (Due April '06)  
Vacation: 3 weeks

Benefits: Standard

Relocation: Only issue is that he owns a 30’ sailboat and there will be some cost in moving this

#### Expected Compensation

Base: \$81,000 – 83,000  
Bonus: 20% as per plan  
Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1 next year.  
Benefits: As per plan



**Client Email**

Polly,

I wanted to let you know the Gary Thomas is all set for his interview on the 27<sup>th</sup> but I wanted to take a minute here to go over something with you one last time before we spend the money and time necessary to bring him in. Gary and I have had numerous conversations regarding his salary expectations and I wanted to make sure you had clear information regarding this, so here are his expectations:

**Current Compensation**

Base: \$72,000  
Bonus: 15% (Due April '06)  
Vacation: 3 weeks

Benefits: Standard

Relocation: Only issue is that he owns a 30' sailboat and there will be some cost in moving this

**Expected Compensation**

Base: \$81,000 – 83,000  
Bonus: 20% as per plan  
Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1 next year.

Benefits: As per plan

As long as you are confident that we can work within these parameters and/or come to an acceptable compromise I see no reason to not proceed with the interview. If you have any serious issues please call me to discuss them.

**Trick #6: Prep Properly**

**Example:**

**Interview Preparation Worksheet**

List out professional accomplishments and achievements, as well as the strategy behind those results. Start with your most recent company and any other organizations in recent history.

**Company:** \_\_\_\_\_

**Position:** \_\_\_\_\_

List your Accomplishments/Achievements since holding your role or being with the company:

List the strategy, implementation, and development processes used to bring about these results:


**Think Through:**

- o Did you help to increase sales, productivity, or efficiency? What was the percentage or dollar contribution? How did you do this? Did you have a unique approach or different results than others?

- Did you institute any new systems or changes? What was the situation that led to the change? Who approved that system? Why was this system selected over others? What happened as a result?
- Did you train anyone? Did you develop training technique? Compare your results to others. Is your technique being used by others? Why is that?
- Did you help to establish any new goals or objectives for your company? Did you convince management that they should adopt these goals or objectives? Why were they adopted?
- Did you change the nature or scope of your job? Why or how did you redefine your position? Have others with similar positions had their positions redefined because of you? Were there responsibility changes because of this? What were they?

**Even if a candidate has been in the industry for quite some time and feel like they've interviewed successfully before, or even if a candidate has been interviewing recently, slow down and walk them through what to expect and how to put their best foot forward. How can you improve your current interview preparation provided for candidates?** \_\_\_\_\_

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### Trick #7: The 5-Act Play

Tell your candidate that they WILL receive a counteroffer. Not “you might”, not “probably”, but “you will”. If they don’t, after you prepared them with the absolute of “they will”, it makes their decision to leave that much stronger. If they do, they will think “this is exactly what (recruiter) prepared me for” and it will take the flattery of the counteroffer off the table. What should they be prepared for?

1. Shocked and Amazed – *“I can’t believe this is happening; I didn’t see it coming.”*
2. Saddened – *“I hate to see you go; you’ve been such a good friend to the company.”*
3. Questioning your thought process – *“Have you really thought this through, what about....?”*
4. The hidden promotion or project – *“Boy the timing of this couldn’t be worse, I hadn’t told you about it yet but I’ve been thinking of moving you into...”*
5. Stalling Tactic – *“Well, let’s not do anything permanent until I have a chance to talk to some people.”*

**Would adding the explanation of the 5-Act Play assist your candidates in the resignation? If so, create your script:** \_\_\_\_\_

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**CANDIDATE OPPORTUNITY PROFILE**

<b>Candidate Name:</b>		<b>Position:</b>
<b>Current Role and Responsibilities</b>		
<b>Years of Experience</b>		
<b>Degree and Certifications(s)</b>		
<b>Relocation Details</b>		
<b>Management Experience</b>		
<b>Recent Projects</b>		
<b>Lead Projects</b>		
<b>Motivations for Making a Change</b>		
<b>Availability to Interview</b>		
<b>Screening Question</b>	<i>Describe how you prospect and develop new client relationships:</i>	
<b>Screening Question</b>	<i>Describe your most complicated project to date, and your role on that project:</i>	
<b>Screening Question</b>	<i>Describe your experience with ABC Software:</i>	
<b>Current Compensation Outline:</b>	Base Salary: Expected Bonus (Amount and Date): Previous Bonus (Amount and Date): Benefits: Vacation: Retirement/Equity/etc:	
<b>Expected Compensation:</b>	Base Salary: Expected Bonus (Amount and Date): Previous Bonus (Amount and Date): Benefits:	