

Hooks, Bricks, Toilets and Pride

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.

About this Program

In this presentation, Greg shares how to get our hooks into clients (selling), get back to the building blocks of closing (bricks), flush the rejections we hear every day (toilets), and always strive for excellence with a sense of pride.

Meeting, Week 1: “Hooks, Bricks, Toilets and Pride” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Pause the video at 35:15 and review the points below to implement the first two areas covered. Resume Week 2’s meeting where you left off and watch through the end of the video.

(Facilitator): Greg starts us off with the first of four essentials to increase production – sink your hooks in! Without hooks, there are no connections. Of course we aren’t talking about metal fishing hooks, but instead the emotional, personal and highly targeted mental hooks that are going to get into the minds of your clients and candidates and stay there. Hooks are not designed to close a deal, but instead to open the door to a longer discussion. Which of the following do you want to commit to strengthening within your own search practices?

- Do not take on a search that you will not work on; clients will believe that you are dedicating efforts to it and are unsuccessful, which ruins credibility
- Do not take on searches for positions of which you do not have experience recruiting
- Do not take on searches in locations that are truly undesirable or too remote
- Know what you are going to say before you say it; sell facts, memorize your power pitches, and practice before you preach
- Invest at least a minimum amount of effort, defined by Greg as 120 phone calls with half of them being “cold calls”
- Release candidates you cannot help; develop a script that turns them down with care and dignity
- Create an easy way to add value for those candidates you release (send an interview preparation packet, a document on creating an effective resume, etc) but that requires no continued time investment from you

(Facilitator): Let's move on to the bricks! Whether you have established a solid foundation throughout your career or are just getting started, never forget the importance of the building blocks that make it all possible. What this comes down to is *how effectively you can paint a picture of a better world in your prospect's mind's eye*. According to Greg, this is done two ways – you have to have facts and you have to have meaningful stories that allow the prospect to truly experience the vision you want them to see. Which of the following are bricks do you want to work on improving?

- Knowing your average search assignment to candidates presented timeline (on average, 3 candidates presented in 18 days as an example)
- Knowing your candidates presented to candidates interviewed ratio (on average, 81% of candidates submitted are brought in for face to face interviews by clients as an example)
- Knowing the longevity of the candidates you have placed (as an example, 70% of candidates placed 5 years ago are still with the company, and half of those have been promoted at least once)
- Knowing the strength of your database (50,000 people all with dairy experience, and at least 70% have never put their resume on a job board as the example)
- Evaluate your recruiting presentation for your hottest position – highlight where you describe *what is in it for the candidate*. Are you painting a picture that allows them to truly experience what life would be like in the new role? Remember the prime motivators – quality of life, needing to know they will be successful, career advancement, location and money.

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

Meeting, Week 2: “Hooks, Bricks, Toilets and Pride” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Resume Week 2's meeting at 35:15 and watch through the end of the video, using the material below.

(Facilitator): Greg kicks off the second half of our meeting talking about toilets – a first in a Next Level video! There is an ancient tale of a university professor who went to visit a famous Zen master. While the master quietly served tea, the professor talked about Zen. The master poured the visitor's cup to the brim, and then kept pouring. The professor watched the overflowing cup until he could no longer restrain himself. *"It's full! No more will go in!"* the professor blurted. *"This is you,"* the master replied, *"How can I show you Zen unless you first empty your cup?"*

What does this have to do with Greg's point on toilets? At times, you have to unlearn in order to learn! Experiences give us wisdom, but we can also become limited by what we think we know and we become trapped, filled to the brim, and without any room for additional growth. What will help you flush the negative experiences to make room for more great ones?

- At the end of each day, jot down a quick list of positive things that happened or ways that things moved forward – this will keep focus on the things you have to be appreciative of, not fixate on the negatives!



- Create your own rewards program! What are the top five positive things that can happen throughout the day, week, and month that indicate little or big wins? Next step – how will you reward yourself when you achieve those wins?
- Find an accountability partner, and meet consistently to evaluate what’s working, what’s not, and motivate/inspire/challenge one another

(Facilitator): Finally, remember to work with PRIDE: personal responsibility in daily excellence. Recruiting can be an especially challenging profession because we are dealing with two sides – both of whom can change their minds at any time! A Budweiser sales rep doesn’t experience the beer deciding one morning that it’s changed direction and no longer wants to be in new stores – yet we have to maneuver through two separate chains of decisions that ideally end in the same place. With all that is constantly out of control, there is one thing that is – and that is OURSELVES. How do you personally measure your own excellence?

- What is your desired submittal to interview ratio? _____
- What is the average fee percent that you work? _____
- How many calls makes a great day? _____
- How many submittals will you have per week? _____
- How many new job orders per month? _____
- Excellent monthly billing production: _____
- Offer to acceptance ratio: _____

The stats Greg shared are below – if yours are not yet at the level of Big Biller status, apply pieces of what Greg discussed and continue to bridge the gap between your achievement and your potential!

	<u>Average</u>	<u>Big Billers</u>
Calls per day	18	59
Submittals per week	2	9
New searches/month	4.3	5.6
Placements/quarter	2.3	7.8
Billings/quarter	\$29,000	\$114,000
Offer/acceptance	62%	91%