



10 Steps to Dominate your Market

Presenter: Jordan Rayboy, President – Rayboy Insider Search

Jordan Rayboy is president and CEO of Rayboy Insider Search and leads the top storage-focused executive firm in the country. The Rayboy IS team has helped clients hire over 450 sales, engineering, and management professionals in the past 10 years. Jordan is a frequent speaker at recruiting industry events and associations, at both state and national level, with a goal of helping to elevate the level of the recruitment industry. He's a consistent top recruiter biller in the industry and a member of the highly regarded Pinnacle Society.

About This Segment

In this presentation, you'll learn Jordan's 10 Steps to Dominating your Market and Owning your Niche, including how to become the most well-known recruiter in your market, how to shorten your time to fill cycle, how to organize your network of contacts to quickly identify the right talent for any given search, and much more.

Meeting: "10 Steps to Dominate your Market" by Jordan Rayboy

If you are reviewing this episode with a team, watch the entire episode and distribute the Episode Guide below to your team prior to viewing. After viewing the episode, open up the discussion to any further thoughts and comments on more efficiently and effectively planning for success. At the end of this Episode Guide is an additional article related to this subject by Jordan Rayboy.

(Facilitator) Create your Value Proposition: Jordan makes a great initial point here - when you call a potential client, it's important to recognize that they view recruiters as sales people – which we are! But by nature, salespeople usually start with zero credibility and cause their prospect to be on the defensive. Think of any salesperson that has ever approached you; if you ask a prospect if they have any openings before establishing your credibility, the answer will almost always be “no”, even if they just received the green light on funding specifically to be used for expansion!

The quickest way to build your credibility is to build some rapport and exhibit some kind of value. Why should they talk to you when they get twenty of these calls from recruiters every week? Your value proposition should answer this, and being able to communicate it confidently and succinctly is crucial.

Jordan's Value Proposition:

“At Rayboy Insider Search, our mission is to partner with our clients and candidates to help them achieve their goals by building long-term relationships based on trust, professionalism, and results. We specialize in the storage market and are industry insiders. We've focused exclusively on storage for the past 10 years and have placed over 400 top sales, technical, consulting, and management professionals with both large industry leaders and startup companies. We don't believe there is another search firm who knows the industry and can provide a better service than we can.”



Your turn – what separates you from your competition? Why should a candidate or client partner with you, instead of another recruiter? Example: *“We specialize in the storage market and are industry insiders.”*

Next step – quantify. When you back up statements with statistics, ratios, or numbers, you start to truly differentiate opinions from facts. Example: *“We’ve focused exclusively on storage for the past 10 years and have placed over 400 top sales, technical, consulting, and management professionals with both large industry leaders and startup companies. I do nothing but talk to your peers all day long, 20 each day, 100 a week, and 5,000 a year.”*

Last – what’s in it for them? You’ve separated from your competition, you’ve backed up with some facts – but what value will they experience because of your previous two statements? Example: *“Why does that matter to you? You can absolutely use me as a resource, even if you never leave your organization. I can tell you what you should be making, what your competition is doing to land their top accounts, and how to stay viable within your firm – just to name a few.”*

(Facilitator) Identify Companies: Jordan expands by recommending that a recruiter identify all possible companies in the niche, and then divide up and categorize by sub-sectors. Keep in mind; *the bigger you make your world, the harder it is to make a match.* Jordan’s theory is that a niche should be between 50-300 companies, but no bigger than 500. If you size your niche properly, you could connect with *every single prospect* on a quarterly basis. After a few quarters, they stop ignoring you; they start to realize you aren’t another flash in the pan, but are here to stay! Opposite to common practice, it would be a better idea to start with a very tight niche and expand out, rather than start big and narrow down.

How many organizations exist in your niche? What are the sub-sectors that make sense to categorize the list further?

How many: _____

Sub-sectors: _____



(Facilitator) Create a Strategic Plan: Who are the companies you want to target over the coming months? In other words, twelve months from now, who do you want to have on your client list? If you have them in your sights, create a monthly or quarterly marketing plan to go after each of those companies. **Create your own script** to use when reaching out to each of those hiring managers – an example from Big Biller Nathan Hanks is the following:

“Hi (name) it’s (recruiter) with (firm). I specialize in the (FILL) area. My track record stretches over the last (#of) years as we’ve placed (# of) candidates in the last year alone. I align myself specifically with a select group of clients each year. In the last 12 months, I’ve worked with (name drop hiring authorities and clients) to successfully fill critical openings and upgrade their current team.

In creating my business partnership plan for this year, I am calling you specifically because of your reputation in the industry. I know you have several key projects on the horizon with (insert your industry knowledge). My short-term objective is to get an understanding of how I can earn the right to be a valued consultant to (their firm) – if there are no critical hires that you have right now, I’m fine with this turning into a long-term objective. But at the end of the year, I want to have the kind of relationship with you that I’ve built with (other key clients). Where do we start?”

If the initial answer is no needs at this time, make sure you create a follow-up schedule that continues to make that hiring authority feel that they are on your radar screen for good.

(Facilitator) Identify an MPC: In most cases, a Most Placeable Candidate will be a top performer in a similar job with a competitor. Find an A-player open to making a change, and take him to market. They don’t have to work with you exclusively, they don’t have to sign an agreement, and in the end - they just have to be undeniably good, and open to interviewing. They are using you to show them opportunities.

Your scripted presentation should cover three things – current and past responsibilities including specific notable achievements that will demonstrate the credibility of the candidate, motivating factors that is causing this candidate to make a move, and (most importantly) the benefit to the prospective employer for bringing this individual on board. Your presentation should **not** sound like you are simply reading your candidate’s resume to your hiring manager – it’s a waste of time and you are not providing any value that a simple emailable Word document can’t provide. If you only have a certain amount of time to share compelling information to your hiring manager, make sure that the information you share is the most impactful information possible.

Think about the bottom line concern that your hiring managers care about. How can this MPC make their organization money, or save their organization money? Make sure to turn *soft skills* into *hard facts*; the best way to do that is with proof statements. Proof statements are statements that are quantifiable proof that back up a fluffy description of a soft skill. A great way to test if a statement qualifies to be put in your script is to do the “opposite test”. As an example, let’s say you are marketing your candidate and you want to make sure you communicate that he’s a great manager. You could say “*he’s a great manager*”, but if you would never state the opposite about a candidate – he’s a *horrible manager* – you aren’t saying anything of value. How can you turn this into a hard fact?

- **Soft Skill** – *He is a great manager*
- **Hard Facts** - *He is responsible for a team of 10 individuals and has groomed 3 younger associates over the last couple years to run groups of their own. Because of these new groups, his company has been able to break into two brand-new markets that have generated two of their top five accounts company-wide.*



Use the example MPC Script below as a foundation for the structure to create your own:

“Good morning Jim, Karen with Next Level. I lead the Commercial Banking Practice which exclusively places senior credit managers and commercial lenders with both national and independent banking institutions. I have built a relationship with one such senior manager and together we have short listed a few organizations that he would like to target. He primarily focuses on new business development with (types of clients) and has landed (# of) accounts in the last 6 months totaling over (\$) in new revenue for the company. I’d like to share with you his brief story and why he is interested in speaking with you – do you have a moment now to talk or at least listen?”

He has spent the last 7 years at a local commercial banking organization that you are very familiar with which means that he brings not only best practices from the industry but also outside-the-box thinking to assist with the variety of challenges your branches face on a daily/monthly/yearly basis. He primarily focuses on new business development with corporate accounts and has landed 12 accounts in the last 6 months totaling over (\$) in new revenue for the company. He is responsible for a team of 10 individuals and has groomed 3 younger associates over the last couple years to run groups of their own. Because of these new groups, his company has been able to break into two brand-new markets that have generated two of their top five accounts company-wide. I reached out to one of the individuals he mentored who shared with me that he is actually the primary reason that employee turnover in that department has gone from 20% to 8% in the last several years.

Recently, his parent company went through reorganization, and he is not feeling comfortable with his ability to provide the same level of service to his clients as he once was. Since 90% of his clients are repeat books of business, he is concerned about this reorganization impacting the commitment he has made to his clients. The reason we wanted to reach out to you specifically was because he knows of your history in the area, reputation for corporate accounts, and the fact that you are privately owned is very appealing to him seeing as his current parent company is disconnected from decisions at the branch level.

How would you see someone of this caliber fitting into your organization?”