



## Four Cornerstones of Effective Search

**Presenter: Rob Mosley, Managing Partner – Next Level Exchange**

Rob is a Partner and Sr. Director of Training and Development for Next Level Exchange. Rob comes to Next Level from MRINetwork™ Corporate in Philadelphia, PA, where he served as the Chief Learning Officer, responsible for all training and sales development of 1,100 offices worldwide. Previously Rob was with the Acclivus Corporation, an international performance development company; he has facilitated the Acclivus curriculum on five continents and was part of the Acclivus team responsible for global relationships with companies as diverse as Dell Inc., Accenture, KPMG Consulting, and CDI Corporation. Rob is a keynote speaker and facilitator at continuing education seminars in the areas of Business to Business Sales Execution with a focus on collaborative client development.

In this session, Rob shares the key elements including diagnosis, awareness, behavior and value proposition.

### **Meeting: “Four Cornerstones of Effective Search” by Rob Mosley**

**If you are reviewing this episode with a team, there are several role plays and continued discussion exercises that will help ensure the successful implementation of the material shared. For the first segment’s role play, watch until 12:30 and pause at the natural break that Rob has created.**

**Facilitator (start from beginning and pause at 12:30):** Unfortunately, we cannot force others to become more trustworthy, but we can absolutely become more worthy of trust ourselves! Rob helps us raise our own bar, through our words and actions, and create more trusting relationships with our clients, candidates and colleagues. No matter how strong the relationship, nothing negative will come from continuing to build upon it and continuing to maintain it. Ralph Waldo Emerson once wrote, “*distrust is very expensive.*” The fact is, whenever trust is missing, opportunity is lost – the opportunity to collaborate, exercise influence, resolve conflict, and succeed at the very things that matter most both individually and collectively. Let’s spend some time looking at the pillars of trust and evaluating a specific relationship.

List some ways that you know you fail at keeping commitments with candidates and/or clients:

---

---

In what ways could you clarify expectations in a stronger manner? \_\_\_\_\_

---

---

How can you better attend to the little things (small details that you know would make a difference): \_\_\_\_\_

---

---



# NEXT LEVEL Exchange

How do you sometimes fail at being loyal to the absent? \_\_\_\_\_

---

---

What does “apologizing sincerely” look and sound like to you? \_\_\_\_\_

---

In addition to strengthening the skills listed above, in what way can you do a better job understanding the unique individual with whom you interact? Be specific. \_\_\_\_\_

---

---

## Exercise:

Pick a work relationship: \_\_\_\_\_

Determine where you think you are in terms of trust: \_\_\_\_\_

Identify one positive action you can take to build trust: \_\_\_\_\_

Identify one negative action you can eliminate to build trust: \_\_\_\_\_

---

**Facilitator (start from 12:30 and pause at 14:48):** Rob reminds us that in order to be effective with a new prospect, we must understand the need behind the need. Insight leads to influence, so it is essential to ask key questions to understand the cause of the need, why it is important, and then of course what talent is needed in order to achieve the goal. Take a moment to think about the following principles as they apply to your business:

**Diagnosis:** Proposing solutions (presenting) before understanding goals, problems, and needs is prescribing without first diagnosing.

What does this principle mean to you? \_\_\_\_\_

---

How does it apply to your business? \_\_\_\_\_

---

**Awareness:** If you don't know where your client is in their decision/hiring process, you cannot know where you are in your search/sales process.

What does this principle mean to you? \_\_\_\_\_

---

How does it apply to your business? \_\_\_\_\_

---



**Behavior:** Today's short-term behavior has long-term consequences

What does this principle mean to you? \_\_\_\_\_  
\_\_\_\_\_

How does it apply to your business? \_\_\_\_\_  
\_\_\_\_\_

**Value Proposition:** If you fail to differentiate with your approach, you will always be forced to differentiate with your price.

What does this principle mean to you? \_\_\_\_\_  
\_\_\_\_\_

How does it apply to your business? \_\_\_\_\_  
\_\_\_\_\_

**Facilitator (start from 14:48 and watch through the end of the Episode):** Which of your clients would you classify as vendor relationships, supplier/provider, value-creating partnerships? If you would like to elevate your current relationships, take a moment to think through how you can influence those changes starting with some of the suggestions Rob provided.

What clients would I classify as a vendor relationship? \_\_\_\_\_

If you choose to elevate those vendor relationships, what specifically can you do to impact that partnership? \_\_\_\_\_  
\_\_\_\_\_

What clients view me as a supplier/provider? \_\_\_\_\_

If you choose to elevate those relationships, what specifically can you do to impact that partnership? \_\_\_\_\_  
\_\_\_\_\_

What clients would I classify as a value-created partnership? \_\_\_\_\_

What else can you do to strengthen those partnerships? \_\_\_\_\_  
\_\_\_\_\_