

## What Clients Buy: Part 2

**Presenter: Jeff Skrentny, Owner of Jefferson Group Search and Jefferson Consulting Group**

Like most of those he trains, Jeff Skrentny, CERS, never intended to create a lifelong career in the search, staffing and recruiting profession. After being fired from his university teaching position in early 1987, it was just where his business career began. It didn't start well; he was voted least likely to succeed, and his first deal was a fall off. Three years later, he was his firm's top producer. During his 22 years in search, Jeff has worked hard to perfect search best practices and then share those best practices with thousands of search and recruiting professionals from 33 nations in hundreds of training sessions. Jeff doesn't tell you what you should do; he shares with you what he actually does to close his deals.

### About This Program

Often, our sales focus is based on how we are doing as it compares to our quota, our goals, or what others tell us we should be accomplishing. This session is designed to explore sales success from the most important perspective, that of our *clients and prospects*.

### Week 1 Meeting: "What Clients Buy: Part 2" by Jeff Skrentny

**If you are reviewing this episode with a team, break this episode into two different segments. Pause the video at 33:28 in and resume the next week. After both meetings, ask the group for their key takeaways and thoughts pulled from the episode; review the following below to fill in the gaps.**

### PROSPECT COLD CALL WORKSHEET:

1. Why do you want this company as a client? \_\_\_\_\_  
How much do you think you could bill with this them in the next 12 months? \_\_\_\_\_  
Do you know if they are currently using a competitor? \_\_\_\_\_
2. Do you know what their business does? What do they do? \_\_\_\_\_  
\_\_\_\_\_
3. Who are their two or three most significant competitors? \_\_\_\_\_  
How do they see themselves compared to these competitors? \_\_\_\_\_  
\_\_\_\_\_
- Are any of these competitors your clients? If not, are they a prospect? \_\_\_\_\_
4. Who are the key players in the organization, and do you have a copy of their bios from a company website? (*Chairman, CEO, CFO, CIO, President, Owner, and/or Principals*)  
\_\_\_\_\_



5. Have you talked to those candidates, or looked at their resumes and/or interview notes to see what intelligence can be gained? \_\_\_\_\_  
\_\_\_\_\_

6. Have you looked at prospect's website to see what openings might be listed? \_\_\_\_\_  
\_\_\_\_\_

Have you looked at one or two key online posting sites to see what those prospects may have posted on those sites as openings? (Bookmark the job pages with [www.watchthatpage.com](http://www.watchthatpage.com)) \_\_\_\_\_  
\_\_\_\_\_

7. Do you know the probable key buyer(s) of your services and their titles, and do you know who their boss is and the bosses title? \_\_\_\_\_  
\_\_\_\_\_

8. Have you done a Google search on your key contact? \_\_\_\_\_

#### REFERENCE CHECK SCRIPT:

*"Hello (name), it's (your name) with (firm) and I believe (name of candidate) told you I would be calling, as we are currently helping her/him with the confidential job search they are conducting, and they indicated you would be able to help us with a confidential reference check on their behalf."*

*(Name), I want to get immediately to our core concerns with this reference check. We need to know how to competitively sell (candidate's name) to our clients. At the (name of your firm) we believe in asking the hard questions when we do reference checks; we do this so we can best represent our candidates to our clients.*

*We would like to start with this bottom line question: While you worked with (name of candidate), what did they do to make a bottom line difference? How did they pay for themselves? Specifically, what did (name of candidate) do to MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS to impact the BOTTOM LINE?"*

**Often (up to 2/3rds of the time) they cannot come up with an answer...just pause, or remain quiet while they think about it. Slowly & quietly repeat the question:**

*"Everybody we interview, no matter what job they do, gets hired to do one of three basic tasks; MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS. What did (name of candidate) do to MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS making an impact the COMPANY BOTTOM LINE while you worked with them?"*

**If they simply cannot answer this question, then follow up with:**

*"Can you share with me the two or three most significant accomplishments (candidate) made while you worked together?"*



**As a short follow up, close with this question:**

*“What is the number one reason one of our clients will get excited about (name of candidate) and want to hire them over the other candidates we will present that will have a similar background? What makes (name of candidate) the top of the class?”*

**Wrap up and sell your process and next steps:**

*“Thank you! For today, and our initial reference check, this is all we need. But this is just an initial reference check, and if we find a client specifically interested in (name of candidate), then I or possibly even one of our client company contacts may want to call you back. Can we count on your cooperation, should that be necessary?”*

*Additionally, I want to send you a follow up letter of thanks and introduction. Would you prefer that I send that home or there to the office?”*

*Last, I’ve found that email is the easiest way to handle follow up reference check questions, if there are any. It allows you to respond when it is best for your day, after giving it some careful consideration. Would your personal email be best, or work email? What’s that email?”*

*Thanks again (name) – you’ll get my letter in the next few days. Hopefully you can see from our unique reference checking that at (name of your firm) we do great work for our clients and we have testimonials to prove it. If we can ever help you, or someone you know, in any way, please don’t hesitate to reach out to me - referrals are how we have built our business, and we would love the opportunity to earn yours.”*



## SAMPLE REFERENCE THANK-YOU LETTER:

***“Thanks to our recruiting partnership, we have seen substantial operational improvements. The IT group has cut 2 staff positions, reduced overtime costs by 75%, boosted morale, achieved a 100% network services uptime, and we have had per annum savings of over \$100k.”***

Dear John,

Thank you very much from taking some time from your day to help us with our reference check of Jane Jones. As we mentioned when we spoke, this was merely an initial reference check, and we may find it necessary to call you back to gather more information should we find a career situation that is mutually intriguing to both Jane and one of our clients. We appreciate your willingness to help further should we have the opportunity to call again. Both Jane and the Jefferson Group thank you in advance for your prompt cooperation.

We also wanted to take this opportunity to introduce the Jefferson Group and our recruiting services. The Jefferson Group specializes exclusively in the search and placement of IT Directors, Managers & Technology Leaders for some of Chicagoland's finest employers. Its owner and primary search professional, Jeff Skrentny, *CERS*, has:

- placed more than 1147 professionals in the Chicagoland area since 1987
- is one of Chicago's leading infrastructure/architecture & leadership IT search professionals
- has an incredible success rate of over 95% with searches he completes
- is proud that 82% of his hires are still employed with his clients 3 years later
- **and that 61% of his placements are still employed with his clients 4 years later**
- and that over 55% of our hires have receive at LEAST one promotion since being hired

**We complete searches that succeed!** Furthermore, our efforts result in positive bottom line results, as you can see from the above testimonial, and the reference letters attached. John, it was a pleasure to speak with you on Jane's behalf today, and we do appreciate your help with her references. They help us know we represent talent that can make a difference for our clients. If we can ever help you, or someone you know, in a career search, or if your organization is ever in need of a top notch IT recruiter, please remember to give us a call. Our business is built on referrals, and we would love the opportunity to earn yours.

Sincerely,

**Jeffrey RR Skrentny, *CERS***

**PS...Watch for our career newsletter, the *JEFFERSONRECRUITERSREPORT™*, via email soon. Let us know what you think; we are always interested in our reader's feedback.**



## SAMPLE KEY PROSPECT INTRO LETTER:

### SPECIALIZING IN SEARCH FOR IT DIRECTORS, MANAGERS & TECHNOLOGY LEADERS

**“Thanks to our recruiting partnership...we have seen substantial operational improvements. The IT group has cut 2 staff positions, reduced overtime costs by 75%, boosted morale, achieved a 100% network services uptime, and we have had per annum savings of over \$100k for each of the last three years.”**

Dear John,

Wouldn't it be great if your IT recruiting partner saved you **\$300k over** the last three years? As you can see from the references attached, our clients think the work we do is **MAJOR LEAGUE!** The **Jefferson Group** prides itself in providing our clients with IT recruiting services that make a bottom line difference. And we do it in a professional manner. Another client has said about us:

***“You took the task of bringing candidates on board with us seriously. Your professionalism, responsiveness and attention to detail make working with you and the Jefferson Group a pleasure and a privilege.”***

Isn't this the type of recruiting firm you would like to have as your IT recruiting partner?

The **Jefferson Group** specializes exclusively in the search and placement of IT Directors, Managers & Technology Leaders for some of Chicagoland's finest employers. Its owner and primary search professional, **Jeff Skrentny, CPC/CTS**, has:

- placed more than 1100 professionals in the Chicagoland area since 1987
- is one of Chicago's leading infrastructure/architecture & leadership IT search professionals
- has an incredible success rate of over 95% with searches he completes
- is proud that 88% of his hires are still employed with his clients 3 years later
- and that 65% of his placements are still employed with his clients 4 years later
- and that over 59% of our hires have receive at LEAST one promotion since being hired

**We complete searches that succeed!** Furthermore, our efforts result in positive bottom line results, as you can see from the above testimonial, and the reference letters attached.

John, the **Jefferson Group** can make a recruiting difference, and we would like the opportunity earn your business. We think your organization could benefit from a partnership with us, and to that end we will be calling in the next few days to introduce ourselves. We look forward to talking with you then.

Sincerely,

**Jeffrey RR Skrentny, CPC/CTS**



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### SAMPLE MPC INTRO EMAIL:

*“It has been a year since you sent us your email with the CIO candidate you felt we HAD to interview. At the time we didn’t want to pay your fee, or anyone’s fee. But you were right, Paul was the best candidate. He WAS the perfect fit... and yes, you were worth every dollar of your fee. You are a rare recruiter. Thank you...it has made a distinct difference here.”*

Steve,

My name is Jeff Skrentny, *CERS*, and I own the IT search firm **Jefferson Group Search** here in Chicago. My firm is a boutique search firm that specializes in a narrow IT segment, but one that we dominate. It is my job to know who the best IT infrastructure and IT leaders are in the Chicagoland market, especially for midsized IT teams.

The reason for my email today is that we noted your team’s need for a **Senior Director of Enterprise Architecture & Technology Strategy**. We have recently begun to confidentially represent a candidate with a background that compels us to alert you to her current availability.

We think her background would make her an ideal candidate, and let’s face it, candidates with .NET backgrounds like hers, combined with her leadership success, make her someone you should seriously consider before making any final hiring decision.

We have attached her blind resume with our interview notes and two of her checked references to this email for your consideration. Should you have any interest in seeing if my professional instincts are indeed on target, please feel free to contact me to discuss how we can proceed with our proven search process. We hope we will hear from you soon while this exceptional candidate remains available to explore new career opportunities like the one you have at (client).

Sincerely,

**Jeff Skrentny, *CERS***

**NEXT STEPS:** Jeff has delivered a lot of content in this Episode! What is the first process or technique that you commit to implementing IMMEDIATELY? Don’t try to change everything overnight, but do select the one area that you think will make the biggest difference for you and your business and create a plan of action to get started. Find an accountability partner to help you and hold to you it!