

## Speed: It's What Clients Want!

***Presenter: Jordan Rayboy – Founder, Rayboy Insider Search***

Jordan Rayboy is president and CEO of Rayboy Insider Search and leads the top information storage focused executive firm in the country. The Rayboy IS team has helped clients hire hundreds and hundreds of sales, engineering, and management professionals. Jordan is a frequent speaker at recruiting industry events and associations, at both state and national levels, 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 board member of the highly regarded Pinnacle Society (a consortium of the 75 highest volume executive recruiters in the United States). Jordan is well known not only for being an innovative recruiter, but also for creating his office in his luxury mobile home and his team working via remote offices.

### **About this Session**

In this presentation you'll learn Jordan's keys to dominating your market and owning your niche. He'll show his unrivalled energy in planning and execution, systems and recyclability, and his step-by-step workflow of a job order.

### **Meeting: “Speed: It's What Clients Want” by Jordan Rayboy**

**If you are reviewing this episode with a team, watch the entire 32 minute segment. Upon completion, ask for their key takeaways and insights that they pulled from the episode. Review the following below to fill in the gaps.**

### **TAKEAWAYS FROM THIS SESSION:**

**Step 1:** Recyclability starts with only selecting the job orders to work on that have the highest probability of making a placement. Start with the Job Order Matrix from Jon Bartos that Jordan recommends. Depending on the strength of your current workload, you may choose to accept searches that you otherwise would not – which is your decision to make. Jordan's key factor to determining which searches to accept is recyclability. Leveraging past efforts with current and future opportunities is critical to Jordan's effective workflow.

How many critical and urgent searches do you need to be working on in order to be at maximum potential? \_\_\_\_\_

If you are frustrated with the closing ratios for your current pipeline, use the Job Order Matrix to rank your current searches. Do any of your job orders deserve to be receiving less of your time, or any hiring managers you need to have a conversation with about realistic expectations or necessary adjustments to search parameters?

# JOB ORDER MATRIX

Signed SA: \_\_\_\_\_ CO./Position: \_\_\_\_\_

|  | A  | B                            | C                                   | D                                      | E                                | Score |
|--|--|------------------------------|-------------------------------------|--|----------------------------------|-------|
| <b>Difficulty of Search</b> - Known availability of candidates                                   | You know the match<br>5                  | Internal match<br>4          | External Probable Availability<br>3 | Specific Surgical Recruiting<br>2      | General Recruiting<br>1          |       |
| <b>Urgency</b> - How high is the priority to fill this position quickly?                         | Extreme<br>5                             | Critical<br>4                | Average<br>3                        | Little<br>2                            | None<br>1                        |       |
| <b>Exclusivity</b> - Who else is trying to fill this position?                                   | Total<br>5                               | Client will also search<br>4 | One other firm<br>3                 | Multiple firms<br>2                    | Everyone<br>1                    |       |
| <b>Hiring Cycle</b> - Time to process a candidate from first contact to final decision           | Fast - 10 days<br>5                      | Good - 11-25 days<br>4       | Average - 26-45 days<br>3           | Slow - 40-60 days<br>2                 | Forever - over 60 days<br>1      |       |
| <b>Salary/Earnings</b> - Weight score based on high or low fee %                                 | Over \$100K<br>5                         | \$80-\$100K<br>4             | \$65-\$80K<br>3                     | \$50-\$65K<br>2                        | Less than \$50K<br>1             |       |
| <b>Repeat Business</b> - Realistic # of placements within the 12-month period                    | 7 or more<br>5                           | 5 to 6<br>4                  | 3 to 4<br>3                         | 1 to 2<br>2                            | None<br>1                        |       |
| <b>Mutual Cooperation</b> - How involved and accessible is the Hiring Manager?                   | Total<br>5                               | Takes most calls<br>4        | Must send resume first<br>3         | Must go to HR<br>2                     | Little or none; not engaged<br>1 |       |
| <b>Fillability</b> - How realistic is it to fill - based on the combination of factors?          | No problem<br>5                          | Easy<br>4                    | Average<br>3                        | Difficult<br>2                         | Extremely Difficult<br>1         |       |
| <b>Completeness</b> - How well-developed are the job order and descriptions?                     | No JO blanks<br>5                        | Some blanks<br>4             | Unsure of answers<br>3              | Sent Elsewhere<br>2                    | Skeleton<br>1                    |       |
| <b>Fee</b> - What is the realistic gross fee this job will pay?                                  | 30%+ of 1st-year comp<br>5               | 25-29% of 1st-year comp<br>4 | 20-24% of 1st-year comp<br>3        | Less than 20% but more than \$12K<br>2 | Below minimum of \$12K<br>1      |       |
| <b>Relationship</b> - Is the client new or existing? Have there been successful past placements? | Long-term relat. w/ many placements<br>5 | 4                            | 3                                   | 2                                      | Never worked together<br>1       |       |
| <b>Interview Dates</b> - Have there been any interview dates set?                                | Date(s) set & confirmed<br>5             | 4                            | 3                                   | 2                                      | No dates set<br>1                |       |
| <b>Total 51-60 - "A" - Solid Search Assignment</b>   |  |                              |                                     | <b>Subtotal:</b>                       |                                  |       |
| <b>Total 41-50 - "B" - OK Job Order - Can you improve it?</b>                                    |  |                              |                                     | <b>Agreement Adjustment (+/-)</b>      |                                  |       |
| <b>Total 40 or below - "C" - Upgrade Job Order or do not work on it.</b>                         |  |                              |                                     | <b>Total:</b>                          |                                  |       |

**Step 2:** If you have a candidate in mind based on recent searches or conversations, Jordan provides a specific script that can be used with both hiring manager and candidate to move the process forward quickly.

**To the Hiring Manager:** *“On a recent search I filled for another client, I spoke with a candidate that might be a great fit for this current role. Let me align for you the individual’s background and skillset, because it’s nearly a mirror image of what you are looking for. Of course, I need to run this opportunity past them first before sharing their name or resume – it’s a commitment I make to every candidate I work with. However, I’m confident that based on what I know about their background and career aspirations, I believe you would be able to get them interested in your opportunity.”*

**To the Candidate:** *“Based on what we discussed recently about your aspirations, I strongly believe that it’s worth having an exploratory conversation with this company/individual. If you are on the fence, I’d simply ask you to trust my judgment – it’s worth 20 minutes of your time to explore this opportunity, which could be a significant advancement in their career. The bottom line is that it can’t hurt to have a conversation. The worst thing that happens is you develop a relationship you might be able to leverage in the future!”*

**Step 3:** The VIP Section of the Search Assignment is the “sizzle”– understanding the selling points of your client’s opportunity. It is imperative to understand the end all, be all, reasons that a candidate who is reasonably happy where they are would even consider making a move from the comfort of their current situation. If you don’t understand the sizzle, and can’t articulate this in a stronger way than simply *“they are looking for someone who wants to take that next step in their career”* or *“it’s a good opportunity for you to work with a great team of people who are really dedicated to making a difference”*– you will be ineffective in ever attracting the top tier of candidates. Jordan again provides a specific script to use with hiring managers:

*“So Mr. Hiring Manager, you’ve given me a lot of great ammunition to work with. Let me ask you, when we get an A-player on the phone from one of your direct competitors that is currently employed, doing well, and not looking for a job at the point we call them, what story can we tell them about what is unique or exciting about this role that is going to get them interested in having an exploratory conversation with you?”*

*“That’s awesome - anything else? What about the growth opportunity? What about past people who have held this role? What are the benefits they would experience from working directly with you?”* Keep digging for more sizzle until you are convinced of your ability to sell the position!

**Step 4:** Stay organized! Jordan shares how he breaks down their database:

- Each geography (NY, Dallas, LA, Chicago, DC, Atlanta, San Fran, etc) has 5 separate Master Lists
  - Those Master Lists are broken down by role, such as direct sales, channel sales, presales engineers, post-sales engineers, and management
  - An additional Master List covers nation-wide, and is for specialty roles such as , BD/Alliances, OEM Sales and International
  - Additional Master Lists covers individuals based on special skill sets, certifications, clearances, and other industry specific qualifications



**Step 5:** Have a strong message to take to market – whether it is via phone or via email, make sure your script is compelling and shares the sizzle – no job descriptions!

Jordan's recent example:

I work on a team with Jordan Rayboy, and I'm the Director of Research for Rayboy Insider Search. Our firm specializes in Sales, Marketing, Engineering, and Management talent in the storage/software industry. We are currently partnering w/ a client that is an independently operating business unit of a F500 household name. They were a **startup that was acquired in 2012, but still runs like a separate nimble company, yet w/ the financial backing and benefits plan (401k w/ company match, great healthcare plan) of a multi-billion dollar market leader.** They have established themselves as the **leader for Big Data Server Solutions, developing a server that takes up less space and uses less power than anything on the market by far.** Their technology allows many servers to share I/O, eliminating top rack switching, and expensive back-end SAN technology, further reducing CAPEX in the data center. **They unify switching, storage, and compute into a single appliance, and centralize the management under a single pane of glass,** instead of having management silos for each. This combination adds up to a **value prop that saves customers 20-50% on TCO compared to traditional server infrastructure.**

Their revolutionary solution is already running some of the world's largest data centers for **customers such as Rackspace, Verizon/Terremark, Yahoo, Microsoft, and Red Hat.** Even competitors to their parent company are contacting them to get involved! People who join this group will get to learn about all of these different facets of the data center, as opposed to just focusing on a single type of technology. It's a **great opportunity for employees to expand their technical capabilities and expertise.**

**This group has more than doubled revenue year over year,** and the company is committed to investing in building the division for the future. **Performers are recognized and rewarded, and there will absolutely be career advancement opportunities as they continue to scale. They are currently hiring:**

**-Account Executives in NY/NJ and Bay Area**

**-Systems Engineers in NY/NJ, Bay Area, and Mid-Atlantic**

They have extremely **lucrative compensation plans that include aggressive accelerators and uncapped earnings. In 2012, their top sales rep W2'd over \$1M, and that rep's SE W2'd over \$400k-** so the earnings opportunity is unlimited!

Our client is urgent and looking to interview and hire **YESTERDAY.** We specifically thought of you being uniquely qualified for such a role and that it could be just the career advancement opportunity you've been waiting for. Often times, the biggest steps forward in your career present themselves when you are not actively looking. Even if you are currently happy and not considering a change at this time, this opportunity is worth a few minutes to hear more about. If not for yourself, one of your fortunate colleagues might be grateful that you passed it along.

Let us know the best time/number to contact you to discuss further and our recruiters will reach out to you directly.

**Steps 6 and 7:** Screen candidates, filter through responses, and respond to all candidates you screen candidates and collect responses. Jordan suggests sending an email response to all candidates you can't help, instead of no response or one that provides no value. An example is below:

(Name), thank you for your reply. Based on what (Client Name) needs in this specific role, it is not the right fit at this time. It is unlikely that I can directly help you, but I can share with you some information that will.

We have created several videos that will help you with effective resume preparation or best practices to succeed in a first interview; I am confident you will find value in them:

<http://www.nextlevelexchange.com/candidate-resume-preparation-video.html>

<http://www.nextlevelexchange.com/candidate-interview-preparation-video.html>

- Use social media like LinkedIn, Facebook and others to connect with people from all walks of life that you already know, and with industry and discussion groups that are closely aligned with yours.
- Research and locate good recruiters that cover your industry both where you live, and where the work is. Get connected and stay in that traffic.
- If you know the name of the hiring authority or can get it, reach out to that individual directly. You want to avoid the HR department if at all possible; start directly with the person to whom you would be reporting.
- Go back over your resume and reconnect with your old supervisors, friends, and acquaintances. Never lose sight of the fact that your reputation and the existing relationships you have are the most important assets you have, whether you are employed or not. Protect them and use them to your advantage!

I wish you the best of luck both personally and professionally!

**Step 8:** CALL PEOPLE! Don't rely on inbound inquiries alone, and keep in mind that although Jordan has a streamlined process, he is still on the phone 25+ hours a week talking with candidates and clients in his market.

**Step 9:** When presenting candidates, make sure to align what the client was looking for with what the candidate has in his or her background and experience. The Candidate Opportunity Profile Grid on the following page condenses the relevant skill sets this client was looking for when you took the initial search assignment. The columns that you see on the left can, and should, be adjusted based on the client's desired specifications. The examples provided are current role, years of experience, degree and certifications, reasons behind relocation if relevant, and then the specific areas of experience this client was looking for. Let's say that your hiring manager wanted someone who had experience managing a team of individuals, had completed projects for the commercial sector, and had performed in a lead role on a project larger than a million dollars. On the left columns, you can see that we created the categories of "Management Experience", "Recent Projects", and "Lead Projects". This will help you articulate exactly those areas your client specified, and help them start to evaluate this candidate based on the areas they had previously stated were the determining factors for evaluation.

## 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:<br>Expected Bonus (Amount and Date):<br>Previous Bonus (Amount and Date):<br>Benefits:<br>Vacation:<br>Retirement/Equity/etc: |
| <b>Expected Compensation:</b>            | Base Salary:<br>Expected Bonus (Amount and Date):<br>Previous Bonus (Amount and Date):<br>Benefits:  |