

Pick Me! Pick Me!

Presenter: Greg Doersching, Founder – The Griffin Group

For the past 15 years, Greg Doersching 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. Greg 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; he 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.

About This Segment

In this presentation, entitled “Pick me! Pick me!”, Greg shares his guide for better business development. He takes you through the client decision and thought process, their hot buttons, and what clients *truly* care about when they choose to work with a recruiter.

Meeting, Week 1: “Pick Me! Pick Me!” by Greg Doersching

If you are reviewing this episode with a team, break this episode into two different segments. Watch the entire first half, and pause the segment at intermission. Week 1’s suggested viewing schedule and exercises are below.

Facilitator: Let’s talk about the practical application of the insights that Greg just covered. One of the things he discussed early on, and briefly, was the concept of “visibility” with your marketplace. Although that sounds good in theory, how do you actually know how visible you are as a recruiter? Two main areas to evaluate – first, do a quick internet search for “your industry” and “recruiter”. Does your name pop up on the first page?

If not, a few suggestions to get started:

- Spend some time and thought and create your top 10 key phrases that *candidates* would search for.
Example: "top 10 NPA recruiter", "nurse practitioner assistant careers", "nurse practitioner jobs" (spell out acronyms)
- Spend some time and thought and create your top 10 key phrases that *clients* would search for.
Example: "top retained NPA recruiter", "NPA headhunter", "nurse practitioner assistant staffing", "nurse practitioner jobs" (spell out acronyms)
- Optimize your LinkedIn profile with these keywords, and your company website and industry specialty practice description, your job postings, and any relevant social networking sites and blogs.

Second, take note of the response when you call clients and candidates – ask them if “they are familiar with your firm” or “what do they know about your organization” – a true test of the strength of your brand is how it holds up in the market. Use the Market Development Touch Plan in this Guide to help you stay in front of your market in a consistent, methodical manner that is designed to increase your visibility and earn you the right to a conversation about future business!

Facilitator: Let’s move on and discuss the great overview that Greg gave of what clients really want. When you present your agency or organization to a prospective client, you have one major mission: tell them “what’s in it for them.” Realize that clients are getting calls from multiple recruiters, and to get their attention you have to sound *different* and *more professional* to capture their attention. *What you say* is not always the most important issue; *how you say it* is more critical – sound confident, professional and personable and be prepared. Greg’s suggestion is to script but rehearse and prepare so that it doesn’t sound like you’re reading, but instead, like you are *talking to people*. Be direct, and tell your prospect exactly how you can help them.

The 6 Major Services Clients Expect From Recruiters

Clients care *that you have a process.*

You need to be ready to explain the steps you will go through to ensure you will deliver quality candidates to your client and take them all the way through the recruiting cycle.

Clients care *about speed.*

How fast can you put candidates in front of a client?

Clients care *about accuracy.*

Speed is important, but clients also want to see only quality candidates; prove that you are accurately matching the candidates you present to the skills the client stated they required.

Clients care *about accepted offers/show ups.*

Clients are extremely aware of candidates finishing the process. They don’t care how many good candidates you present, if none of those people accept the offers when they are extended or they don’t show up for the first day of an assignment!

Clients care *about longevity.*

Once a candidate is hired through a recruiter, clients don’t want to have to think about finding a replacement for that position for at least three years on a direct hire/permanent placement basis, or for the entire length of the contract if on a contractual/staffing basis.

Clients care *about finding new talent.*

This is the most important feature you have to sell! Show that you have access to people *they don’t have access to* through their normal recruiting efforts.

Discovering the Specifics on Your firm

To understand what you specifics you can share, you need to do your homework on an annual basis. Put together a list of talking points that are firmly embedded in your mind, so that any time you have the opportunity to inject one of your specific selling points, they are on the tip of your tongue. Greg’s strongest suggestion is to put together a “Selling Your Firm” worksheet to help you to discover what you really have to sell.



Before you create this worksheet, it's important you first understand how buyers best receive the information you want to present to them.

The 2 Styles of Selling That Work Best

Fact-based Selling

This is the concept of using "facts" in the information you present to a potential buyer. A great example of this type of selling is any automobile ad where they cite their ranking of #1 by JD Powers in overall customer satisfaction. Whenever you use "facts" (usually presented as numbers) in a presentation, the buyer makes certain assumptions about you and your product or service. First off, because they believe that they could independently verify any "facts" you present to them, even though they never will, they believe that you won't lie about facts. Because this is their overall belief anytime you use a "fact" when selling your services they perceive you as more honest, credible and professional than people who don't use facts.

Specifically Using this Concept as a Recruiter

You would want to tie the facts you know about the service you provide with one of the items you know clients are going to care about. Let's take the important selling point of "speed" as an example. If you want to impress upon a client that you understand that they care about speed and your process delivers quick results you might articulate in this way:

"Jim, I know one of the things you care most about when deciding which Recruiting Firm you want to partner with is the speed of that firm - how fast can they deliver the candidates you need to you. I can tell you we are fast, but I think these facts speak better for us. From the day we get an assignment until the day you have three qualified candidates on our desk always less than eighteen days. The average time it takes us from the day we get an assignment until the day we have an accepted offer is typically less than thirty-nine days. So you can see our process is very much in-tune with delivering quick results."

Story-Selling

Story Selling is another extremely successful style of selling. The concept of story selling involves this – you tell a person the story of another person's success and if the person you talking to wants the same results they subconsciously transpose themselves into the other person's story and imagine themselves getting the same results. A great example of this is any Diet Product Commercial you have ever seen on TV. They tell you the story of how "*Jane lost 18 inches off her waistline in only 8 weeks*"...and they show you a nice before and after picture. If losing weight is something you (as the buyer) would like to do, you imagine yourself getting the same results as "Jane".

What this means to you is that you have to have stories ready that highlight your successes and you need to look for openings to tell the story. If a potential buyer mentions how they are so "*tired of being flooded with worthless resumes*"...you want to be ready to jump in with:

"Jim, it's funny you mention that because here at our firm we have what we call the "golden rule" and I commit that every candidate I submit meets the following three criterion: they have to meet at least 90% or more of the skills you require, they have to be

willing to accept an offer in the range you give us, and they have to be motivated by at least one thing other than the money to want the job. If I were to send you a candidate that didn't meet all three of those criteria, I get warned once and fired the second time. We had someone who worked here for eight years that was let go for just that reason."

The Bottom Line - have stories of success ready for all the major points that we mentioned before: speed, accuracy, longevity, accepted offers, and hard to find people!

On the next page you will find an exercise to help you create your Business Development talking points. You need to work through this and it is best to work through this with a group of people – use the best stories from your whole firm to illustrate a point, gather your facts – but be prepared – it's the difference between getting new business and sounding like every other recruiter that calls in.

To create a consistent branding message, use the following "Candidate Development Touch Plan" as a starting point to map out the next twelve months of contacts with prospective candidates. This can, and should, absolutely be done on the client side of the equation as well!



Selling Your Firm Worksheet

Intro - History/Specialization/Brag Points (Quick little nuggets of information - NOT the centerpiece of your presentation)

How long have you been in business? You and Your Firm?
Do you have a specialization that makes you unique?
Have you received any awards?

Define Your Process:

Clearly define the process you use, but do so in simple and easy-to-explain steps that anyone can follow. Do so in 8 steps or less; anything more than 8 steps is overwhelming and the audience will have a tendency to lose interest. The following page has Greg's process outline if needed as a reference point.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____



The Big 5 Selling Points: For each of these topics, know both a fact (knowing more than 1 is great but AT LEAST 1 is mandatory) and know a story to go with it as well. Some possible facts have been outlined under each category.

Speed

Fact 1: Average number of days from the day you get a job order until you have 3 candidates submitted is:

Fact 2: Average number of days from the day you get a job order until you have an offer is:

STORY: _____

Accuracy

Fact 1: What percentage of the people you submitted in the past year were brought in for personal interviews:

STORY: _____

Accepted Offers/Show-ups

Fact 1: What percentage of offers you received in the past year were accepted:

STORY: _____

Longevity

Fact 1: What percentage of the people you placed 5 years ago are still at the company:

Fact 2: What percentage of the people who have stayed have been promoted:

STORY: _____



Closer – Fresh Talent

Fact 1: What percentage of the people you placed in the past year weren't in your database:

STORY: _____

6-STEP SUCCESS PROCESS

Identification: In-depth analysis of position specifications, careful gathering of requirements with a “Value” focus, results-oriented experience which effectively “sells” company attributes so the most successful candidate is retained.

Research: Strategic planning for the most effective means for sourcing target candidates. Extensive integration of industry resources, virtual communities, magazines, and proven, cold calling approaches.

Recruiting: Supported by an extensive database of candidates and companies, potential candidates are actively sought from direct competitors and parallel industries located locally, regionally or nationally.

Assessment: The most important step in the process. Combining behavioral and targeted interviewing techniques, clients are ensured that the candidates presented possess all necessary, as well as many desired, skill sets which will prove their value as an exceptional performer within the company.

Interviewing: Complete and honest feedback coupled with tailored advice during the entire interview process thus ensuring a smooth and seamless hiring transition.

Acceptance: Consultation and negotiation of all elements surrounding an employment offer. “Hands-on” involvement to ensure that the candidate identified...gets hired and stays hired.

For homework, re-script your stories and selling points based on the new information you just brainstormed during this meeting. Bring your revised scripts to the following meeting to share and continue to build on both factual and story selling information.

Week 2 Meeting: “Pick Me! Pick Me!” by Greg Doersching

Resume the video where you left off last week (the beginning of the second half of the video), and use the Facilitation Guide to help you continue to enhance your recruiting presentations and platforms. Watch through the end of the video.

Facilitator: How you *practice* is how you will *play*, so don't wait for a critical conversation or objection to have your first run be a live one. Let's take the material that we discussed last week, and use as a starting point to rehearse or role play with a colleague. Some recruiters make the mistake of thinking “*well, it's not really real when we role play, and I'm just much better on the phone than I am in a staged setting*”. The reality is that no, no they aren't! Do you think an attorney goes in to deliver a closing argument without rehearsing it first? Do you think a comedian does numerous test runs with their new material to see what works and what falls flat? You'll even see a baseball player taking several test swings to warm up immediately prior to stepping up to the plate. All of those examples just go to show that they recognize that this may be their one shot, and there are no “do-overs” – which should be the same for you. Get into pairs and select either an upcoming scenario, a closing conversation, top areas of resistance, or new scripts, and spend fifteen minutes role playing those situations. Give feedback, be true to form and give “real” answers that would be heard from a candidate and client, and be comfortable being uncomfortable. Make sure that when you step up to the plate with your candidate or client, that you have taken the time to warm up first and give yourself the highest chance of hitting a home run.

Facilitator: Let's move on to talk about getting past gatekeepers – Greg mentions a quick tip here and if you need more, there are many in Module 4 of the Rookie Training Program on the Next Level Exchange.

“Good morning, (name), I'm calling for your (title), and I'm absolutely embarrassed. For the life of me, I can't find that post-it note with that name on it. Could you help me please?”

Additionally, gatekeepers are they are typically all trained the same way, and we can anticipate the questions they are going to ask. Be prepared to hear these screening questions:

- “Who's calling?”
- “What company are you representing?”
- “What is this regarding?”

To maneuver through this pattern, one technique is called pattern interrupt, and if you can anticipate that those questions are the standards you will be asked, you can amend your responses to ones that interrupt the pattern of questions being asked.

Gatekeeper: “Whom may I say is calling?”

Recruiter: “This is Greg Doersching with Next Level's Dairy Group – I'm just calling him back.”

This has redirected the line of questioning, because you didn't wait for the next question to be asked. You have now answered what company you are with, and you have also answered the ‘what this is regarding’ question. Additionally, stating that you are ‘just calling him back’ sounds like he returned your call – when in fact we can just be calling him back from a voicemail we left last week. If you get put through and the candidate or client says “Greg, I'm confused – the



receptionist said you were calling me back, but I've never called you before?" a possible response could be "no, no, I called you last week and hadn't heard back, so I was calling you back. The reason for my call is..." and move forward with the presentation.

Next, you are able to maneuver through gatekeepers by answering a question with a question. Typically, new recruiters will respond to a gatekeeper's question, and then stop talking – waiting for them to ask another question. They say "who is calling please" and the recruiter states their name – and then wait for the next question. This is giving the gatekeeper complete control of the direction of the call. Remember that the one asking the questions is the one driving the conversation – and the one answering the questions is on the defensive. You want to be the one asking the questions – not the gatekeeper. What does this look like?

Gatekeeper: *"Whom may I say is calling?"*

Recruiter: *"It's Greg."*

Gatekeeper: *"Greg who?"*

Recruiter: *"Oh, sorry, Greg Doersching. Is Jim not in?"*

Gatekeeper: *"No, may I take a message?"*

Recruiter: *"Sure, he has my number, but again it's 214-556-8000. Do you expect him in this afternoon?"*

Gatekeeper: *"Yes –"*

Recruiter: *"Great, thanks, I'll expect his call!"*

Ultimately, be prepared to end each statement you make with a redirected question. Things like *"is Jim not in?"* or *"do you expect him back this afternoon"* or *"I'll try him on his cell –but let me leave a voicemail at the office as well. Can you please put me through?"* Don't ever pause and wait for a response – continue to drive the conversation with the questions that you have prepared to redirect and control the introductory call.

Facilitator: Quick – role play – pretend you are the recruiter. When a hiring manager asks why you are calling, what do you say? If your response isn't the most impactful statement possible, use Greg's scripts below to help you fine-tune your value proposition.

"Jim, I appreciate the call back, the reason I called you is relatively simple – I've done some research on your organization and because my firm specializes in working exclusively with Dairy Companies it seems to me that our two firms could work well together I'm just not sure who I need to talk to about that? So I wanted to ask – are you the one responsible for choosing which recruiting firm you work with?"

"Jim, this is Greg Doersching, President of the Griffin Group; we are a search firm that specializes in the Dairy Industry and I know you are currently looking for a new Plant Manager. This is the type of position we have a long history of placing successfully and wanted to see if you were in need of seeing candidates for that position especially candidates who come specifically from other dairy companies?"

“Jim, this is Greg Doersching, President of the Griffin Group; I’m giving you a call today as a simple courtesy. I am working with a very high profile candidate from one of your competitors who has expressed an interest in joining your organization. So I’m calling you to see if you have any need to add someone with exceptional project engineering skills to your team?”

“Jim, this is Greg Doersching, President of the Griffin Group; the reason I wanted to call you today is really simple, I saw an announcement recently that you had been promoted (accepted a new position) as a (title) with (company name) and as someone who pays a great deal of attention to our industry I know how hard it is to rise to that level – so first off I wanted to say congratulations because you’ve certainly earned it. The second reason why I wanted to call you is that I know how important it is for someone in your position to build a strong team under them and that’s my area of expertise is finding exceptionally talented people to fill key roles in organizations. So I wanted to introduce myself and see if there are any roles where you know you like to upgrade the talent level that’s in place then I might be able to show you what I’m capable of. Have you noticed any positions you’d like to improve the talent level?”

Facilitator: Final parting note – one last little trick with huge results – because nobody else is taking this final step! Schedule a role play with your hiring manager. Make a commitment to do this with the next four search assignments taken in the coming weeks, and see what the feedback is from hiring managers and how much it impacts your ability to deliver a strong message to your marketplace!

“Do you have 10 minutes free anytime tomorrow?”

“Excellent, tonight I’m going to do my homework and tomorrow I’m going to give you a call and present this opportunity to you as if you were the candidate. This way, you will be able to hear and correct the message I’m going to take to the street on your behalf. I’ve found it’s an excellent way to make sure that the message is absolutely correct so I’ll call you at 10:15 and we’ll get that done.”