

## MPC (MOST PLACEABLE CANDIDATE) PRESENTATIONS

Calling up a potential or existing client and telling them about a candidate that you think may represent the solution to a current challenge is the essence of an MPC presentation. This type of presentation has been around for decades and is more effective today than when it was first implemented. Now, many self proclaimed “consultants” think it is not consultative and not client focused to engage in these presentations. We are in the people business. We are talent scouts for our clients. They rely on us to identify, attract, evaluate, secure, and retain the best and brightest. If we recruit a candidate that turns out not to be a fit for a current search, but would be an excellent fit for an existing or potential client, then how is it WRONG to make the client aware of this person? Would it be better to let that person go work for their competitor in the name of being “more” consultative? How is that consultative? By demonstrating your ability to secure the best, you increase your credibility and value very early and separate yourself from others. To avoid not being seen as consultative simply let your potential or existing client know that your interest is in a long-term, strategic staffing partnership, but that one of the best ways to establish or solidify that is from time to time making them aware of top talent that you come across that you believe can make an immediate and positive impact on their business. Consulting is giving professional advice. Advising a hiring manager to consider a candidate that can help grow his business is consulting. Even if you believe that it is not consultative one cannot argue with its effectiveness. As an example, consider the following LOUSY PRETEND presentation to a search firm owner about a possible candidate for the firm:

*Hey, Jeff. I am a really great recruiter with a great recruiting firm, and I want to tell you about a great candidate who bills a great amount each year. He is greatly interested in joining a firm as he has been on his own for the past five years where he has billed between 300k and 400k every year. He is a great guy and has great skills and is interested in joining a firm where he can become greater. He wants to join a firm in the next 30 days, and I have identified your firm as a great place for him to consider working. Does this guy sound great or what? :)...oh and when can you interview him and will you pay my fee?*

This presentation was horrible, yet I suspect that 95% of all owners would gladly interview this candidate IN SPITE of the lousy recruiter. Now, if the presentation was more professional and polished then what a GREAT :) way to reward a good client or gain a new one then by making them aware of your skills and a potentially positive impact to their bottom line.

**There is a paradigm about MPC's that I would like to challenge. “An MPC must have certain characteristics like:**

- *realistic money, relocation and job related expectations*
- *willing to relocate, travel, interview, supply references early, etc.*
- *cooperative and responsive to you and perhaps even exclusivity in working with you.”*



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While these characteristics are all desirable, the singular most important factor is that the candidate has the ability to make a profoundly positive impact on your client. Thus, a track record of success with HIGHLY desired skill sets is the only real criteria. The other criteria is desirable but if this is present and the candidate is at least receptive to considering change for the right opportunity, then I would suggest you consider marketing this person. As such, more doors are opened with less turndown and greater voicemail call backs. Clients are more impressed with the caliber of candidate you work with. You will get increased exposure to multiple layers and players in the organization and have greater odds of securing a search assignment.

The presentation itself should always follow the acronym **RAB (responsibilities, accomplishments, benefits)**. The responsibilities highlight key past and current areas. The accomplishments are the most relevant ones in the listed responsibilities and the benefits are how you connect what that meant to the past employer and what that could mean to the client. Most people who are using these presentations are good in reading duties and responsibilities and maybe some accomplishments, but the benefits are how a professional search consultant "connects the dots." Remember that responsibilities tell and benefits sell!

The following is an example MPC presentation but with a consultative beginning. This is good for those who want to integrate the concept of long term partnership with short term selling. If your market demands a quicker presentation, then eliminate or shorten the first part:

*Hello – this is Jeff Kaye calling with ABC search in Dallas, and I specialize in the XYZ area. We have/I am 1, 2, 3. We achieved this success by developing long term strategic staffing partnerships where our clients rely on us as a preferred, if not single source, staffing partnership in time of explosive growth and more targeted hiring initiatives. However, most of those relationships started with a phone call similar to this one where I had one opportunity to separate myself from the other recruiters you hear from and earn the opportunity to learn more about your business and staffing challenges. The fastest way that I know how to earn that opportunity is to deliver value by making you aware of a rare talent that can make a positive, immediate impact on the bottom line of your company and allow that success to serve as a catalyst for a more enhanced alliance. I have chosen now to call you as I recently interviewed a candidate who I am confident can do just that.*

*The reason I say this is that she has done this for each of her previous two employers and is currently doing so at a respected competitor of yours. She is a 10 year veteran of retail banking and is currently running one of the most profitable branches in the country. She has been promoted 5 times in 10 years and has taken two different struggling branches in the past four years from the bottom half to the top quarter. New accounts increased 45% each of the last two years at her current branch and both customer and employee retention have increased significantly. What this means to you is spending less time with current or future leaders in need of micromanagement and getting to spend more time with people that simply need your inspiration rather than your perspiration! She is receptive to considering change to an organization who has solid growth plans and one who rewards superior performance. Does this sound like the kind of individual an organization like yours could challenge, and if so then when can I get you two together for an exploratory conversation?*

In most markets, employers are tightening their belts, but EVERY COMPANY ALWAYS NEEDS TOP TALENT. Our job as recruiters is to not only bring them talent that can fill their urgent and critical needs but to help them attract talent that can improve (TOPGRADE) their overall team. Jim Collins wrote in Good to Great, "If I were running a company today, I would have one priority above all others: to acquire as many of the best people as I could. I'd put off everything else to fill my bus." Our job is to help our clients fill up their buses with the best.

***To drive the point home, I have selected Rahul Yodh for this month's tip from the trenches. Rahul joined Kaye/Bassman a little over four years ago and will bill close to 500k in 2008 in his very consultative legal recruiting practice where he regularly engages in quality MPC presentations!***

***Rahul:*** It's important to deliver value in each marketing presentation. I found that one of the best ways to do this is with an MPC marketing presentation. MPC marketing presentations can be the foundation for your practice and are the fastest way to a placement. An MPC marketing presentation accomplishes three objectives. Discussing a candidate's background immediately opens up dialogue with your prospective client. This dialogue usually goes far beyond just the candidate's background. You are able to immediately demonstrate to a prospective client the quality of candidates you are working with, and most importantly, you can close for a send out at the end of each call.



***Jeff Kaye is President and CEO of Kaye/Bassman International and Next Level Recruiting Training. This former Management Recruiter National Recruiter of the year has helped build the largest single site search firm in the country with annual search revenue in excess of \$18M. His firm has won national awards for philanthropy and workplace flexibility as well as having been named the best company to work for in the state of Texas in 2005, 2006 & 2007. Kaye/Bassman has retained over 30 search professionals whose annual production exceeds \$400k. The same training that helped build this successful firm is now available through Next Level Recruiting Training. They introduced an entirely new two week, two hour a day distanced based foundation recruiter training program and now are delivering new programs through an innovative delivery medium called NLE TV. To learn more about these programs or their other offerings please check out [www.nlrtraining.com](http://www.nlrtraining.com). You can also email Jeff at [jtk@nlrtraining.com](mailto:jtk@nlrtraining.com).***