

Mathematics of Market Mastery

Market Selection: You should be able to complete the following sentence to describe your practice.

“I place _____ within _____.”

Function: (Accounting & Finance, HR, IT)

Industry: (Construction, Healthcare, Defense)

Location: (City, State, Country)

Level: (Entry Level, Middle Management, VP, CEO)

Describe your market using the F.I.L.L. methodology - your description should be simply stated and easily understood:

The Mathematics of Market Mastery:

Example:

Target Market: 20 widget makers at 50 companies = 1,000 widget makers

Annual Job Changes: 10% turnover + 5% growth = 150 job changes each year

Your Desired Number of Client Companies: 10 companies of the 50 (20%)

Your Desired Number of Source Companies: The other 40 companies (80%)

Your market potential: Best case, 20% of the 150 changes. Realistically, of the 30 openings that are available, 20 are given to you to fill.

Your average fee: \$25,000

Your annual production: \$500,000

Your Numbers:

How many candidates in your Target Market? _____

How many companies in your Target Market? _____

What is the average turnover rate? _____

What is the estimated growth rate? _____

What is the potential # of annual openings? _____

How many clients do you/will you have? _____

Who are they or who will they be? _____

What is your average fee? \$ _____

Based upon this information, what will your annual production be? \$ _____

Market Mastery Objectives:

- Know every **company** in your market.
- Know every **candidate** in your market.
- Know every **thing** about every **one** in your market!