

## **Market Mastery defined by Energy**

If it may be tough to define a market due to entering a new niche or not having information such as average turnover and retention, this form will still assist a Market Master define a market in a way that will help achieve the financial results predicted. If you know how many candidates and hiring authorities you can call in a given day, and how often you want to contact them in a year, you can do an initial outline of your market as well. This can be a great tool to use when trying to define the “Location” portion of your FILL approach; if you don’t know if you should work a specific *city*, or broaden to a *state* or *region* or entire *country*, this might help.

**FIRST: Determine how many calls you are committed to making on a daily basis.** Planning and executing 100 calls on a daily basis is an average amount for recruiters looking to build their brand and business within a new industry.

**SECOND:** Determine how frequently you’d like to connect with prospective candidates and clients. **How often to you intend to talk with a hiring manager in your niche, and how often do you intend to talk with a candidate in your niche?** In our example below, we predicted to speak with a hiring manager once per quarter, and a candidate once every six months.

**THIRD: Calculate how many prospects you will actually speak, or connect, with on a daily basis.** In other words, the prospect answers the phone and engages you in a dialogue about your candidate, opportunity, or services – regardless of the outcome. Some industries are prone to longer conversations where the candidates and clients are open to some engaged dialogue on a more frequent basis, so it may be realistic to connect with 15 in a day. Some industries are a bit more fast paced and the conversations are shorter, so it may be realistic to connect with 25. In the example below, we used 20 as a starting point for the calculations.

**FOURTH: Determine how to break down each of those calls and presentations** – either recruiting oriented or client development focused. If you are running a full, or 360°, desk doing both recruiting and marketing, you might want to do a balanced mix of marketing and recruiting throughout the day. It’s perfectly acceptable to do nothing but marketing if getting started from scratch with no existing search assignments to get started with, or to do nothing but recruiting if primarily in a candidate development role. In the example below, we used a 50/50 split.

**FIFTH: Equate the number of daily presentations back to the desired amount of times connecting with a prospect each year.** In our example, if we estimate that 10 marketing presentations will be made per day, and want to reconnect with those hiring authorities on a quarterly basis, we should identify 10 daily conversations x 60 business days in a quarter – identify 600 hiring managers, or organizations, to initially target.

On the recruiting side, we calculated that the remaining 10 of the 20 daily conversations each day would be recruiting oriented. Therefore, if the goal is to talk with a prospective candidate once every six months, we should to identify 1,200 candidates that are within the parameters of the defined niche to start building relationships with.

Overall, that gives you 1,800 possible contacts in your market. Now, over time, this second formula to define a niche is much too basic to build a long term sustainable business plan. It is necessary to start to account for things like hiring trends, and allow for some candidates to drop off the list (or clients to not be viable companies) and add newly discovered candidates and clients to the database. This formula, based on energy, is purely for those recruiters developing brand new practice areas and needing somewhere to start.



**STEP 1:**

**Daily Call Volume:** How many calls can you execute on a daily basis?

*Example: 100 calls per day*

**Your Numbers:** \_\_\_\_\_ calls per day

**STEP 2:**

**Client Development Touch Plan:** How often do you intend to talk with a hiring manager in your niche?

*Example: Once per quarter*

**Your Numbers:** \_\_\_\_\_ per \_\_\_\_\_

**Candidate Recruiting Touch Plan:** How often do you intend to talk with a candidate in your niche?

*Example: Once every six months*

**Your Numbers:** \_\_\_\_\_ per \_\_\_\_\_

**STEP 3:**

**Expectation for Daily Presentations:** How many presentations do you anticipate making on a daily basis?

*Example: 20 presentations per day*

**STEP 4:**

**Breakdown of Daily Presentations:** Of the daily presentations, how many will be recruiting oriented and how many will be focused on client development?

*Example: 20 presentations per day = 10 marketing and 10 recruiting*

**Your Numbers:** \_\_\_\_\_ per day - \_\_\_\_\_ marketing \_\_\_\_\_ recruiting

**STEP 5:**

**Desired Client Development Contacts:**

*Example: 10 presentations per day x 60 days per quarter = 600 hiring managers*

**Your Numbers:** \_\_\_\_\_ presentations per day x \_\_\_\_\_ days between contact =  
\_\_\_\_\_ hiring managers

**Desired Candidate Contacts:**

*Example: 10 presentations per day x 120 days (6 months) = 1,200 candidates*

**Your Numbers:** \_\_\_\_\_ presentations per day x \_\_\_\_\_ days between contact = \_\_\_\_\_ candidates