



NEXT LEVEL
Recruiting Training

Client Series

Module 5

Effective Marketing Presentations

Training Workbook

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Reviewing Tips from the Recruiting Series Modified For Marketing

1. Use a written 1. _____ and memorize it

- Alternately, let the client know that you've prepared a presentation about an individual and you don't want to lose any important details so as a result you're going to read it

2. Be 2. _____

- This is your command performance
- "Um" and "ah" come across as a lack of confidence
- Repetition is the mother of all learning

"We are what we repeatedly do. Excellence therefore is not an act but a habit."

- Aristotle

3. Vary the presentation duration according to your

3. _____

- The length should vary by market, attention span or lack thereof of audience



4. Ensure the content is 1. _____ and

2. _____

- Remember the most compelling and differentiating thing is **you**

5. Be upbeat and exude a positive attitude

- Focus attention on them

6. Remain 3. _____ and 4. _____

7. Practice effective delivery by working on your

5. _____, 6. _____ and 7. _____

- Respect the differences in the market that you work (Function, Industry, Location, and Level)

8. 8. _____ should paint a picture with words

- The words you utilize convey something about you

9. Read your audience and adjust accordingly

- The feedback that you're getting tells you what you need to do to adjust your presentation
- Don't be afraid to ask for feedback



10. Potentially ^{1.}_____ yourself as a way of self-improvement

- Be mindful of laws regarding recording calls
- Great way of “game filming”

11. Track the effectiveness of different presentations that you make

- A good presentation is the one that works



A Dozen Additional Tips to Make Your Marketing Presentations Effective

1. Evaluate what 1. _____ you're going to market to

- Start at highest level you possibly can but also develop relationships at multiple levels in case one person leaves the organization
- Marketing at the highest level is another way of elevating your overall practice

2. Evaluate whether to call 2. _____

or 3. _____

- Call line manager to develop relationship then contact human resources to introduce yourself

3. Use 4. _____ to jazz up your presentation

- Example:

"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."

- Jim Collins, Good to Great

- Even better if from someone in their industry

4. Show 5. _____ and 6. _____



5. Send a periodic 1. _____ or a 2. _____ with an interesting fact or call them with valuable information

- Separate yourself
- Increase number of touches in the market
- Increase your opportunity with visual learners

6. Decide on a few specific targets and approach them with creativity

7. Look for leads for their business and 3. _____ opportunities

8. Seek opportunities to quote them in the press

- Be seen as their agent, as well as, their recruiter

9. Write articles for 4. _____ and ask to interview them

- Seen as a way of differentiating yourself as an expert in a marketplace

10. 5. _____

- a. Either make one and send it out or gather relevant articles periodically and send those out

11. Network with their 6. _____ and 7. _____



**12. Create targeted 1. _____ client
plan for both your prospective and existing clients**

For example:

1. In January, send a hand written note with your contact information
 2. In March, send a survey to solicit topics he or she might be interested in hearing about and any specific information desired
 3. In May, send article, compensation survey or book report on topic of interest
 4. In August, send newsletter with relevant quotes, articles, recent case studies of your successes, testimonials or examples of recent successful searches
 5. In November, send satisfaction survey
- These should all be in addition to regular communication on the telephone
 - Marketing is like vitamins, take them everyday and you're golden but stop taking them and risk getting sick
 - The fastest way to generate revenue is by calling a new company and sharing with them the value of working with you, find an urgent and critical need, partnering with them on a financially committed basis and having them overnight you a check for an upfront payment to initiate your search



Goals of an Effective Marketing Presentation

1. Get 1. _____ for that candidate (if MPC-ing)
2. Get 2. _____ for that candidate
3. Get 3. _____ search assignment
4. Get 4. _____ for a potential search assignment
5. 5. _____ hiring manager
6. Get 6. _____ on company, industry, etc.
7. Create 7. _____ so hiring manager will want to speak with you again

Start with the end in mind and focus on the result you want and not the activity itself



8 Tips for Getting Through Gatekeepers

1. *"I'm working on a confidential project for one of my clients."*
2. Be 1. _____ and 2. _____
3. Say it is a personal or confidential call
4. Use 3. _____ by admitting to being a recruiter representing a candidate and there is time sensitivity
5. Say you were referred by a colleague (use name if possible)
6. Get the name of gatekeeper and make him or her your buddy
7. Call them at times when you're more likely to 4. _____

8. Leave your message 5. _____ or
6. _____ and demonstrate your persistence and dedication



The Three Parts of a Presentation

1. 1. _____

- Clarify the name and role of the individual
- Introduce yourself, office specialization, stress confidentiality, make separating statement

2. 2. _____ or 3. _____ **of the call**

- Must have a grabber to get attention immediately

3. 4. _____

- Request a specific course of action and mutual commitment



Types of Presentations

1. 1. _____ presentation

Introduction: (create your own)

Body: *“I have recently completed a search for a similar organization (maybe name particular competitor) and I recruited several talented individuals who are the kind of individuals not easily attracted. The most recent search was not the right fit for them (maybe share the reasons why), but the prospect of considering change is still one that is fresh in their minds.”*

Close: *“Now, I realize that I am not aware of your current or future staffing needs, but if one of those individuals represented a potential solution to one of your current or future staffing needs, would you be interested in at least hearing more about them?”*

2. 2. _____ (MPC)

- Sharing a potential individual to an organization in hopes of not only securing an interview for that person but also demonstrating your credibility and capabilities as evidenced by the type of candidate you can present

Very good in the case of:

- A. BRAND NEW recruiter – because of lack of market knowledge
- B. Veteran recruiter – because of excellent market knowledge



Presentations should focus on R. A. B.

R^{1.}_____ – current and past (maybe share name of company if it will not affect candidate confidentiality)

A^{2.}_____ – what they did

B^{3.}_____ – how it benefits employer

Responsibilities tell and benefits sell!

There are a few myths related to making MPC presentations

Myth 1 An MPC must have specific characteristics like realistic money, willing to travel, willing to relocate, cooperative, willing to interview, supply you with references, responsive to your needs and must work exclusively with you

Truth All they must have is marketable skills

Myth 2 MPC presentations are not consultative, not client focused and therefore not for veterans

Truth When executed effectively, an MPC presentation can result in a hire that solves a current problem or business challenge. Solving problems and helping clients meet challenges is exactly what consultants do.



Example of an effective MPC presentation built on the R. A. B. formula and with a very consultative Part 1:

Introduction: (create your own)

Body

(Part 1): *"We've achieved this success by developing long term strategic staffing partnerships where our clients rely on us as a preferred, if not single source staffing partnerships in time of explosive growth and in 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 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 why I say that is..."

Body

(Part 2): *"I recently identified/became aware of a talented individual that I believe could make an immediate and positive impact on an organization like yours. The reason I say this is that he has done this for each of his previous two employers and is currently doing so at a respected competitor of yours. He is a 10 year veteran of retail banking and is currently running the most profitable branch in the country. He 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 have increased 45% each of the last two years at his current branch and both customer and employee retention increased significantly. What this means to you is spending less time with a current or future leader in need of micromanagement and getting to spend more time with the people that simply need your inspiration rather than your perspiration."*



Close: *“He is receptive to considering a change to an organization that has aggressive growth plans and one that 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?”*

3. 1. _____ as an MPC

- Great for experienced veterans with very good track records
- This can follow the same format of making a presentation about a candidate that can make an immediate positive impact on the prospect’s organization except in this case the MPC is you
- Your responsibilities, your accomplishments and how that can be a benefit to them

4. 2. _____ marketing

- Go into call assuming that there is an opening for a particular competency or skill set

Example: *“I understand that you are looking to bring in an (x). [Pause] I wanted to contact you because I specialize in placing individuals just like that and wanted to find out specifically what your need was and how I might be able to be of assistance and service to you in helping you to complete that need.”*



5. 1. _____ marketing

The act of flipping a reference check into a marketing call

- Get all the benefits of MPC-ing
- Get all the benefits of reference checking candidates early
- Get credibility benefit

6. 2. _____ as a way of marketing

- Can allow you to secure more senior level search assignments
- Demonstrates to hiring manager that you work at his or her level and builds credibility
- Easier to gain access to them because they see you as a personal resource

7. Market 3. _____

- Similar to “Yourself as MPC” presentation except you will be talking about your experience and expertise within the specific marketplace that you operate in

Introduction: (create your own)

Body: *“There are only 30 major pharmaceutical companies, maybe double that number of biotech places with drugs in human trials, and maybe a handful of contract labs. Less than a third of those hundred have Oncology programs and most companies have between one and five medical writers - so about 25 companies with a field of about 150 medical*



writers. If you want more than 10 years experience the number is cut in half. Eliminate those who can't relocate to where you are located, are being paid far more than what you can offer, and either can't or won't consider change and you are most likely dealing with a couple dozen prospects on any given search you have for medical writers. This is a world I work in every single day. I understand that you are responsible for hiring medical writers there and..."

Close: (create your own)

8. 1. _____

- When you call not necessarily asking about their needs but asking about their knowledge of needs at other organizations

9. 2. _____ **and questioning**

- Based on premise that the best sales people aren't smooth talkers but they're smooth listeners
- Brief intro followed by very skillful and insightful questioning designed to gain insight and understanding before making any recommendations or asking for any business
- Very good with hiring managers who love to talk and recruiters who love to question and listen



10. Email, direct mail, ElectroMail™

- Another way of adding to your arsenal
- Compelling
- Short
- Benefit oriented
- Create urgency for action
- PR/Branding element

This is designed to enhance, not replace, being on the telephone

11. 1. _____ marketing

- Post senior level positions
- Create good PR
- Build a reputation for doing good work

12. 2. _____ marketing

- Remove from vocabulary “checking in” and “touching base”
- Create purpose for the follow-up on the first call by asking the client when to follow-up and what information will create value so they look forward to your call



13. 1. _____ or referral marketing

- Lead sharing with other businesses that provide non-competitive services

Such as:

- Search firms
- Outplacement firms
- Venture capital firms
- Management consulting firms

14. 2. _____ and 3. _____ as a way of marketing

- Articles in trade publications
- Trade show attendance or potentially sponsoring event at a trade show
- Newsletters
- Association membership and participation
- Writing case studies to be sent to clients
- Website and collateral material
- Ads and postings
- Banners on web sites
- Gifts with your logo on them
- References and testimonials



15. 1. _____ marketing

Very similar to getting past gatekeepers with the difference being that they are longer

- Condensed version of your presentation
- Confidential call
- Mystery or “curiosity killed the cat”
- Assumptive and affable
- Page the person
- Benefit with one teaser
- Multiple voicemails

Have a system to immediately identify the person calling you back to avoid the embarrassment of not knowing who they are

Remember, there are many ways to market and the key is selecting the best approach for a specific client and situation

- a) Practice – Repetition is the mother of all learning
- b) Rookies – Pick out a couple first
- c) Intermediates – Tighten up those you know and add new ones
- d) Veterans – Look at what you are doing and upgrade

“Man’s mind, stretched to a new idea, never goes back to its original dimensions.”

- Oliver Wendell Holmes



Let's Put It All To Work

1. Write a “most placeable candidate presentation” for your top MPC.

Intro: _____

Body: _____

Close: _____



2. Write a “yourself as an MPC” presentation.

Intro: _____

Body: _____

Close: _____



3. Write nine consulting related questions you could use in your “consulting and questioning” presentation.

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

g) _____

h) _____

i) _____



4. List three companies with whom you would like to establish a strategic alliance.

a) _____

b) _____

c) _____

5. List five industry publications, web sites, trade shows and/or associations with whom you would like to brand yourself.

a) _____

b) _____

c) _____

d) _____

e) _____

6. List at least one action you will take, and by when it will be completed, as a result of the content presented in this module.



Answer Key

Page 2

1. Presentation
2. Consistent
3. Market

Page 3

1. Compelling
2. Differentiating
3. Natural
4. Authentic
5. Inflection
6. Tone
7. Speed
8. Vocabulary

Page 4

1. Record

Page 5

1. Level
2. Line managers
3. Human resources
4. Quotes
5. Persistence
6. Determination

Page 6

1. Email
2. Card
3. Cross selling
4. Trade publications
5. Newsletters
6. Vendors
7. Partners

Page 7

1. Marketing communications

Page 8

1. send out
2. search
3. alternative
4. lead
5. Recruit
6. helpful information
7. value

Page 9

1. Assumptive
2. Affable
3. Frontal approach
4. Bypass them
5. Extremely early
6. Very late

Page 10

1. Introduction
2. Body
3. purpose
4. Close

Page 11

1. Generic
2. Most placeable candidate

Page 12

1. responsibilities
2. accomplishments
3. benefits

Page 14

1. Yourself
2. Assumptive

Page 15

1. Reference check
2. Recruiting
3. Mastery

Page 16

1. Indirect
2. Consulting

Page 17

1. In-bound
2. Follow-up

Page 18

1. Strategic alliance
2. Branding
3. advertising

Page 19

4. Voicemail

