

SELLING THE BOSS

TRACK RECORD OF THE BOSS

Example #1: *"This role reports to the district manager located in the same office, so you will be able to work directly with an individual with over 12 years of experience with a major national Health Carrier, the first 11 in sales with the last year managing the Northern California Sales office. She is known for producing dynamic leaders and for promoting from within. This comes from a total open door policy where respectfully, anything can be asked and anything can be addressed. With this highly professional standard recognized and utilized by everyone within (Company Name), this district manager has created an environment where everyone is able to accomplish more together because doing what's in the best interests of clients and the company itself is the golden rule."*

Example #2: *"The position reports to the Vice President of Financial Services and Agency Support, (Manager's Name). He has been with (Company Name) for 18 years and has helped to roll out this new initiative. You would be aligned directly with the #2 person in the entire organization; his breadth and depth of contacts in the industry are unparalleled. He has precisely honed his craft and is eager to pass that on to the next generation of leader for his role. He promoted the most recent person in this role into a field VP position and is very selective about the next person he brings on board due to this being a high visibility position that is a stepping stone at a ground floor level that would move to a field opportunity. He has worked hard to create a model that supports producers and allows you the ability to forge your own destiny. (Manager's Name) was also a big hitting producer so he understands to be successful you have to take care of your production team. The structure is such that a producer can do just that - produce, with a strong emphasis on education and technology."*

Example #3: *"(Company Name) was very top heavy in management until they reduced head count by eight and brought on (Manager's Name) to join the team. None of those who were let go ever touched or dealt with accounts. Since (Manager's Name) arrived, the margins have improved greatly, and they are way ahead of budget on revenue, to the tune of \$400k, and their financials are currently tracking at 30% margin. They have reinvested what was previously being spent on senior-management overhead back in to hiring a strong and robust support team to make sure (titles) are able to focus on (appealing responsibilities or activities) while delegating the (tedious elements of the role) to a capable and qualified administrative staff."*

Example #4: *"The two leaders, (Name & Name), together make a dynamic team that makes it easier for the company to do business. From (Name)'s efforts in doing whatever it takes to foster a relationship with a client to (Name)'s constant work with the vendors, your job becomes easier because leadership has worked all roles in the organization as it was being built from the ground up. (Names) are the most ethical and straight shooters that we have come across in a very long time. Prior to taking on this search, we spoke with a number of current (titles) within the organization. The resounding feedback is that the best thing about working there is that (Names) lead in a way that you never have to question if your best interests are being looked out for. Both of them look at the organization as not employees but as friends and family, and even regularly open their books so that the organization understands how the company operates."*

Example #5: *"As you look at what (Manager's Name) has created in terms of a leadership team within (Company Name) throughout the organization, you will see leaders both young and old and the reporting relationships are just as varied: young, rising-star types managing seasoned veterans with 25 or more years of experience as well as seasoned veterans managing new talent right out of college. Clearly (Manager's Name) values a meritocracy where success is based on performance and not tenure or age. This is an environment where your career progression is limited by nothing other than your own desire, performance, and work ethic."*

SELLING AN EXPERIENCED BOSS

Example #1: *“Everyone on (Manager’s Name)’s team raves about her ability to know exactly what to do regardless of the situation. She’s always right in her decision-making. What this means to you is that as you come in and apply your functional expertise in a new industry sector with which you are unfamiliar, (Manager’s Name) can help you avoid common mistakes sooner than later since she’s seen it all in her time with (Company Name). There’s not much she hasn’t see or taught or fixed. (Manager’s Name)’s ability to mentor you in the aspects of (Company Name)’s business is invaluable.”*

Example #2: *“What this opportunity means for you is the ability to get noticed quickly, not only by (Manager’s Name), but also by other leaders in the organization. With established leadership sometimes comes blinder to newer and better ways of looking at business and conducting business. Your ability to come in with a fresh set of eyes and a 21st Century knowledge of business and show them a new way to look at the business, how improvements could be made to already established protocols, making them even more efficient and productive is your trump card”.*

Example #3: *“Your past experience has taught you how to work your trade well. As you know, what you need now is to learn how to move from working the business to running the business. In this role you will have unlimited access to (Manager’s Name) as your mentor, giving you a personal library of experience, street smarts, and experience in executing the business. Plus, (Manager’s Name) is beginning to wind down her career and that means that this is your opportunity to be chosen as a successor. Having (Manager’s Name)’s seal of approval can only help you.”*

SELLING A LESS TENURED BOSS

Example #1: *“(Manager’s Name) leads through a peer type of relationship meaning you can go to him with any suggestion, idea or complaint. To an extent, he’s banking on tapping in to his team members’ larger amount of industry experience and knowledge. Part of the reason he was promoted so quickly is because he has created a collaborative environment with innovative ways of structuring the team and responsibilities, and someone who recently joined the organization shared with us that her passion was reignited for what she was doing professionally. She forgot how much easier it is to get work done and perform at a higher level when you actually enjoy what you do and who you are doing it with.”*

Example #2: *“Joining an organization where you report to a young, super-star manager gives you an unfair career advantage compared to others in the organization because it allows you to learn the business and grow together. You’ll always have an advocate a few rungs above you on the corporate ladder. And, as you know, most managers select someone from their own team to groom so they can continue to advance upwards within the organization themselves. Since (Manager’s Name) continues to rise within the organization and is still aggressive in his career, the chances of him moving up again are significant.”*

Example #3: *“(Manager’s Name) is known for recognizing individual talent and moving people around into different teams and departments based on individual capabilities. She shared with us that it’s not uncommon that a new employee may have a different manager on their start date than who they interviewed with and who “hired” them. If you are a person who learns a role quickly and then needs to move on to a new challenge, you will absolutely thrive in the environment (Manager’s Name) has recently created here. In fact, if you don’t like an ever-changing environment, (Company Name) is probably not the right place for you as their culture IS change.”*