



Old School – New Money

Presenter: Greg Doersching, Founder of The Griffin Group

Greg Doersching is Managing Partner and Founder of The Griffin Search Group, a National Search Firm working in the direct hire placement industry. He is an active recruiter who still runs a highly productive desk and is in the trenches day-to-day, just like the rest of us. He is also developer and Chief Architect of the highly successful Bullseye Recruiting Process.

For the past 15 years, Greg has been recognized as one of the most cutting edge voices in the recruiting industry. He is an International Trainer and has presented dozens of workshops and Keynote Addresses for recruiting association events. He is consistently rated as one of the top presenters for each conference.

About this Program

In this presentation, Greg asks these key questions:

- What did we do at the beginning of our careers that made us successful...and why don't we do it anymore?
- How did Old School recruiters build a client base and then OWN their markets?

Greg helps us press the “reset” button, take a step back from what we do know, and get back to the basics of successful recruiters. This includes having key conversations and actually TALKING to people, knowing when to use email for process steps and phone calls for decision steps, and the first rule of Old School Recruiting: get on the phone - make 50 calls a day - 4 days a week - no exceptions!

Meeting, Week 1: “Push-Pull Closing” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Pause the video at 30:08 and review the points below to implement the first two rules. Resume Week 2's meeting at 30:08 and watch through the end of the video.

(Facilitator): The first rule of Old School – New Money is to get on the phone! It does not matter if you have been recruiting for 10 months or 10 years; reflect on the volume of time you spent in your market when you first got started. How many people did you talk with on a daily basis? How much cumulative time did you spend each week in the market? Although quality eventually can replace the need for as much quantity, there is not a need to make them mutually exclusive.

What was your volume when you first got started in search, and what is the volume that you'd want to get back to? Although you can use Greg's numbers as a guide, the only numbers that matter are the ones you set for yourself!

Number of conversations each week: _____

Cumulative connect time in the market each week: _____

How many days per week will you achieve this? _____



Greg gives us all a great reminder of the power of building relationships within live conversations, not email or texting. Technology certainly can allow for simpler and faster communication, but does it really allow you to recruit the candidates that other recruiters can't recruit? Process steps such as interview scheduling, updating notes, or feedback requests are sufficiently handled via email. However, think through the areas in which you know you've allowed email to replace the human element needed in your process – in what steps of the placement process do you recognize your need to get back on the phone? Greg gave several examples including introductory emails to new prospects, interview preparations, and compensation negotiations to name a few.

(Facilitator): The second rule of Old School – New Money is to dominate your niche. There are many NLE TV Episodes dedicated to becoming a market master, so use those as a reference point if you still need some structure to the “how” in defining your market. However, Greg suggests taking this a step further and truly dedicating time to creating a target list of companies to go after as potential clients. A few questions to ask yourself before you get started:

- Geography: How have you defined your targeted geography? If you are going to know every single company that exists within a certain territory, what specifically is that territory or geography? _____

- Company Size: How many people need to exist, who perform in the role(s) you place, at a company in order for that company to be a viable target? _____
- Technical Profile: _____

- Points of Contact: Who are the people you need to identify at each company? Have at least three points of contact for every prospective organization: _____

Greg explores the three fears of cold calling – these fears are essential when trying to understand any level of call reluctance. Sometimes, the only person holding us back from our full potential is our own self! These fears can be overcome, but the first step is to be honest with what makes you avoid the phone, spend hours procrastinating, or gravitate to internet research or overthinking.

Fear #1 is the fear of rejection. Few recruiters would admit that this is a fear they face, but Greg helps us process that it is a normal outcome based on the high volume of “no’s” we hear on a daily basis. Greg offers up the solution of changing your focus. Stop looking at what it takes to get just a few positive outcomes, and start to think only of the positive outcomes. As an example, instead of stating “I need to make 50 calls today,” your focus can shift to “I need to find 3 great candidates or search assignments today.”



What are your positive outcomes that you'd like to focus on? _____

Fear #2 is the fear of not knowing what to say. You fear you'll get on the phone with a candidate or client and not know what to say or how to articulate your point concisely! The solution here is to prepare, and then prepare some more. This is one of the easiest fears to overcome, as it takes a small effort to make a big impact on your confidence and success. Practice with someone who doesn't have an immediate impact on your income – a colleague, a family member, a pet – it doesn't matter! Outline the key points of your conversation or response to questions or objections you know you are going to face.

What are the situations you'd like to script and practice prior to picking up the phone? _____

Fear #3 is anticipating the worst possible outcome – we visualize all the reasons why the person you call won't respond positively and, as a result, avoid the call entirely. The solution to this fear is admitting that you have a problem! Remember that almost every placement ever made has a story where "it just so happens that you have impeccable timing" comes into play.

In what situations do you over-think the outcome of the call? _____

***If you are breaking the Episode into two meetings,
end now and resume next week.***

Meeting, Week 2: “Old School – New Money” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Resume Week 2's meeting at 30:08 and watch through the end of the video, using the material below.

(Facilitator): Greg's Old School Rule #3 is to get back in front of clients – before they become clients! Make time to meet hiring managers face to face, but be prepared with a structured agenda for that interaction. This can not only serve to solidify the partnership, but to differentiate yourself from other recruiters. Greg's recommended structure:

- Introduce yourself and your firm, but place an emphasis on the five most important buying points they look for. Make sure you can share specific stats and facts as it relates to:
 - How fast you find candidates
 - The quality of the candidates you find
 - The percentage of offers you extend that are accepted
 - The success of past placements and the longevity/tenure once they are placed
 - The strength of your database
- Talk through their specific needs, even taking a search assignment in front of them. Make sure they understand that these are the things you need to know so you can go find what they are looking for, and minimize the amount of time you have to spend later asking them questions. Talk to them about their specific hiring process and how you will work together – get specific!
- Talk about future business. Make sure they understand all the kinds of people you can place and the types of searches you have completed outside of the current one(s) in discussion.
- Be prepared to negotiate fee agreements. Make sure you know the option(s) you are going to present to them, and the responses they are going to give you. Be ready to close!
- Schedule a 6 month review; set a date with the client six months from now to circle back together and have a comprehensive discussion about how you are doing and how the partnership is working from their perspective.

(Facilitator): Greg's Old School Rule #4 is to get back to being an actual hunter of talent! How good of a job do you do recruiting only candidates in Area 1?

Area 1: The most desirable candidates. These are candidates it is virtually impossible for our client to ignore.

Area 2: This is where you need to focus your search on positions that would consider relocation.

Area 3: Where you look when the clients declare that they will NOT relocate.

Area 4: A dead zone – a candidate has to have the skills desired! Searching outside of the skillset is never what clients pay us for!

Interview Preparation Worksheet

Sit down and put some thought into the initial list of questions that you'd like to ask during your interview. To get started, think about what questions do you need answered to know if this is the right opportunity? What areas do you need clarified to feel comfortable that this environment is one in which you can thrive?

Example Questions:

- How do you measure success in your company? Tell me about the best person you have ever had in this position and what made that person unique.
- What are some of the common denominators that exist with the more successful employees of this company?
- What are the biggest challenges one will face in this role?
- What are the two most important problems that need to be addressed/corrected in the first six months by the person in this position?
- What are the key responsibilities for this position and which are most important?
- What results are expected of this position? What are examples of the best results produced by people in this role?
- Why did my predecessor leave this position?
- Tell me about your background and what attracted you here.
- What advancement can a person expect, in this company and in the industry at large, after doing this job well?
- What are some of the company's short and long range objectives?
- In what areas does this company excel? In what areas does this company have some limitations?
- What are the company or department goals for this year and next?
- How will I be evaluated, and how often?

Additional Questions:

- _____

- _____

- _____

- _____

- _____

- _____



Interview Preparation Worksheet

List out professional accomplishments and achievements, as well as the strategy behind those results. Start with your most recent company and any other organizations in recent history.

Company: _____

List your Accomplishments/Achievements since holding your role or being with the company:

Position: _____

List the strategy, implementation, and development processes used to bring about these results:

Company: _____

List your Accomplishments/Achievements since holding your role or being with the company:

Position: _____

List the strategy, implementation, and development processes used to bring about these results:

Company: _____

List your Accomplishments/Achievements since holding your role or being with the company:

Position: _____

List the strategy, implementation, and development processes used to bring about these results:

Think Through:

- Did you help to increase sales, productivity, or efficiency? What was the percentage or dollar contribution? How did you do this? Did you have a unique approach or different results than others?
- Did you institute any new systems or changes? What was the situation that led to the change? Who approved that system? Why was this system selected over others? What happened as a result?
- Were you ever promoted? Why were you promoted? How long between promotions? Did you do something outstanding? How much more responsibility? Did you get to manage people? How many? Were you promoted by more than one party? Were you given significant salary increases or raises?
- Did you train anyone? Did you develop training technique? Compare your results to others. Is your technique being used by others? Why is that?
- Did you help to establish any new goals or objectives for your company? Did you convince management that they should adopt these goals or objectives? Why were they adopted?
- Did you change the nature or scope of your job? Why or how did you redefine your position? Have others with similar positions had their positions redefined because of you? Were there responsibility changes because of this? What were they?
- Did you ever undertake a project that was not part of your responsibility because you liked the problem?