



## The First 60 Seconds: What Are Your Options?

**Presenter: Rob Mosley, Managing Partner – Next Level Exchange**

Rob Mosley is the Senior Director of Training and Development for Next Level Exchange. Rob comes to Next Level from a global recruitment network, where he served as the Chief Learning Officer, responsible for all training and sales development of 1,100 offices worldwide. He is a licensed facilitator for Stephen Covey's The 7 Habits of Highly Effective People. Rob holds master certifications in Consultative Selling, Performance Coaching, Advanced Sales Negotiation, Strategic Client Communication, and Major Account Planning & Strategy. Rob is a keynote speaker and facilitator at continuing education seminars in the areas of Business to Business Sales.

In developing new client relationships, the first conversation is critical. In this session entitled, "The First 60 Seconds", Rob give us a step-by-step strategy to "open the conversation" that helps lead to more collaborative client relationships.

### Meeting, Week 1: "The First 60 Seconds" by Rob Mosley

**If you are reviewing this episode with a team and would like to break the Episode into two separate meetings, watch until 27:16 and pause to discuss the preliminary information shared. Resume for Week 2 at 27:17 and watch through the end of the Episode.**

**Facilitator:** Rob begins his Episode with some foundational principles that are important to discuss further. He believes that in order for us to be effective with a new prospect, we must understand the need behind the need. Insight leads to influence, so it is essential to ask key questions to understand the cause of the need, why it is important, and then of course what talent is needed in order to achieve the goal. Take a moment to think about the following principles as they apply to your business:

**Diagnosis:** Proposing solutions (presenting) before understanding goals, problems, and needs is prescribing without first diagnosing.

What does this principle mean to you? \_\_\_\_\_

\_\_\_\_\_

How does it apply to your business? \_\_\_\_\_

\_\_\_\_\_

**Awareness:** If you don't know where your client is in their decision/hiring process, you cannot know where you are in your search/sales process.

What does this principle mean to you? \_\_\_\_\_

\_\_\_\_\_

How does it apply to your business? \_\_\_\_\_

\_\_\_\_\_

**Behavior:** Today's short-term behavior has long-term consequences

What does this principle mean to you? \_\_\_\_\_

\_\_\_\_\_

How does it apply to your business? \_\_\_\_\_

\_\_\_\_\_

**Value Proposition:** If you fail to differentiate with your approach, you will always be forced to differentiate with your price.

What does this principle mean to you? \_\_\_\_\_

\_\_\_\_\_

How does it apply to your business? \_\_\_\_\_

\_\_\_\_\_

**(Facilitator):** In order to truly be the driver behind the achievement of an objective, you must first know what that objective is. Most recruiters have a script for opening the client conversation, and for many it's been something they have used for years. Take a moment and evaluate the first step behind that script, which is the "why" behind your direction. Rob started us with an initial list, but let's continue to add to it – in most new prospective client development calls, what are you trying to achieve on the call?

- Begin to establish a relationship with the client.
- Determine the decision maker or influencer in the account.
- Identify the potential of the account.
- Develop better insight throughout the organization.
- Identify the client's recruiting goals and challenges.
- Determine the next steps with this account.

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• \_\_\_\_\_

## Meeting, Week 2: “The First 60 Seconds” by Rob Mosley

Resume for Week 2 at 27:17 and watch through the end of the Episode.

**(Facilitator):** Rob has presented a model that can be used in the opening sixty seconds of a phone call or for an email introduction as well. Let’s break down each of the four ingredients covered and apply to our individual practices and styles. Remember to add your own “art” to this exercise; don’t just use the examples shared if they are not something that would be comfortable to you.

### Introduction Examples:

*“Good morning, Ms. Larsen. My name is Jim Mitchell with Tech Jobs Unlimited. I am responsible for developing business relationships with key clients in the biotech industry.”*

*“Good afternoon, Tom. My name is Matt Brady with ABC Associates in Dallas. I am a specialist in the banking industry.”*

*“Hi, Mr. Jackson. My name is Carol Williams with Health First. I am a search consultant in the health care industry.”*

Your introduction: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Insight Examples:

*“Ms. Larsen, I understand you’ve just accepted the position as Vice President of Sales for ABC Corporation. Congratulations! I also understand that your organization is scheduled to introduce a new drug line next quarter, which means your first few months will be filled with decisions that could have a big impact on your success for years to come.”*

*“Tom, in preparation for this call, I noticed in the Michigan Banker that you are applying for your trust powers and thus will be building a trust department in the near future.”*

*“Mr. Jackson, in your role as Director of Marketing for the hospital, I know you are constantly challenged with balancing a competitive recruitment package for your physicians with your not-for-profit status.”*

Your insight: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Before we talk about inspiring our audience, let’s first complete an exercise around developing “executive insight” will help you influence by seeing through the lens of that individual. Take a moment to identify a couple of key titles at each of the three levels of an organization. List at least four ways that individual is measured; keep in mind you know nothing about them and are making assessments based solely on their title or role.

How are they measured? What are the key priorities on their dashboard each day? For example, a CEO is measured on profitability, revenue, growth, margin, velocity, customer trends and corporate image.

Title for Executive Level: \_\_\_\_\_

How is this person measured?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Title for Management/Departmental Level: \_\_\_\_\_

How is this person measured?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Title for Individual/Project/Field Level: \_\_\_\_\_

How is this person measured?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

This list that has just been created should be leveraged in any conversation with an executive, or manager, or field individual to show that you have an understanding (insight) beyond the obvious. This is a much more interesting conversation that just talking about hiring or staffing need, and can actually magnify the need when the time comes for that conversation.

#### **Inspire Examples:**

*“I have partnered with specific key players including \_\_\_\_\_ and \_\_\_\_\_ in the manufacturing industry, helping them anticipate the very special challenges that are unique to the introduction of a new drug line.”*

*“As a former banking officer, my area of recruiting expertise is in banking with a specialty in trust and investments. Partnering with a recruiter adept in both Michigan and Federal regulations will be a critical component in your developing the right team.”*



*“As the preferred provider for the Texas Hospital Association, we work with hundreds of not-for-profit healthcare institutions in guiding them through the challenges you may be facing of recruiting physicians while adhering to Federal 501C3 guidelines.”*

Your inspiration: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Invest Examples:**

*“It would be great to have the opportunity to spend 20 minutes with you to better understand your short-term/long-term hiring goals and to identify how we can be of assistance in identifying key talent for your business. Would Wednesday or Thursday be better for this discussion?”*

*“I recommend we set aside 20 minutes this week (or specific time and date) to discuss some of the considerations you may need to address around the hiring of key talent for your trust department. You can expect to hear from me tomorrow morning so we can determine the next steps.”*

*“I will be in your area Wednesday through Friday of next week. I suggest we set aside time to discuss our recommendations for hospitals challenged with competing for physicians in a not-for-profit environment. We can also exchange ideas for working together in the future. I will follow through with you later today to schedule a specific time and date.”*

Your investment: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Complete Call Plan Document  
on the final page of this Facilitation Guide**

<b>Call Plan</b>	
<b>Current Status of Account</b> > >	<b>Key Relationships</b> > >
<b>Date of Call</b> >	<b>Time Requested/Scheduled</b> >
<b>Objectives of Call:</b> <i>What is it I want my client/prospect to think, believe, feel or remember about this conversation? What will I have achieved by this conversation?</i> > >	
<b>Introduce:</b> <i>Who are you? What do you do?</i> >	
<b>Insight:</b> <i>What do you know about me, my position, my organization or my industry?</i> >	
<b>Inspire:</b> <i>Why should I listen to you? Why is this of value to me?</i> >	
<b>Invest:</b> <i>What do you expect from me? How will we spend our time together?</i> >	
<b>Results and Future Action (Mutual Investment/Commitment):</b> >	