

NLE Quick Tip: The MPC Approach

This quick tip takes an in-depth look at one of the most common types of client development approaches, yet also at times one of the most controversial, which is the Most Placeable Candidate approach – or the MPC. More than likely you know of this approach - sharing a potential individual to an organization in hopes of not only securing an interview for that person but hopes in demonstrating your credibility and capability as evidenced by the type of candidate that you can present to their organization.

Take some time to use the examples provided here and create something that will work for you – regardless of if you're a new recruiter, a veteran, or just simply someone interested in possibly adding a six figure placement to your production this year!

Meeting: “MPC Approach”

(Facilitator): If there is one word, only one, to leave this learning session with today – it is the word benefit. Benefits, benefits and more benefits are how you effectively take a MPC candidate to market! Do not ever read the resume, do not make the mistake of having your first impression be tied to a lackluster candidate, and get to know your MPC's on a much deeper level. For our exercise, select one candidate who you believe could be a fantastic individual to take to market. How well can you answer the following questions? Get the help of the candidate if needed!

- What are your two most important, impactful accomplishments or achievements in your current role or since being with the company? What was your strategy, how did you implement, and how did you accomplish?
- How 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 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?
- How do you compare with others within your organization in similar roles? How do you rank among your peers?
- What separates you from others in a similar role? How are you different from the average (title)?

SCRIPT IT OUT: Remember to take the time to think through how you are going to execute on the MPC call to market. If benefits, benefits and more benefits are our key takeaways, take a moment to review your notes above on your specific candidate and turn soft skills into hard facts

Instead of : *“He is a great manager.”*

Benefit Statement: *“He is responsible for a team of 10 individuals and has groomed 3 younger associates over the last couple years to run groups of their own. Because of these new groups, his company has been able to break into two brand-new markets that have generated two of their top five accounts company-wide.”*

YOUR SCRIPT: _____

The following is a bonus article on MPC Marketing by guest author and trainer Terry Petra

ADD ONE PLACEMENT PER MONTH

Consider the possibilities if you could add one placement per month to your current production. That’s twelve placements over the next year multiplied by your average fee. According to anyone’s calculations, the results would be a substantial increase in personal income.

Now, consider the fact that you could realistically accomplish this without putting in any more time at the office than you are currently. Additionally, you would be working with the resources that are already available to you.

Does this sound too good to be true? Well it’s not! In fact, it is within the grasp of almost every practitioner in our industry whether they work on a non-exclusive, contingency basis or on exclusive, engagement fee or retainer arrangement.

Remember

Most practitioners do not suffer from an absence of resources. Rather, they suffer from an absence of focus for the resources they do have.



The primary resource required to make one additional placement per month is your candidate data base, more specifically, the candidates within your data base that should be classified as Most Placeable. That's right, the MPC.

If you have been in this business for more than six months, you should have MPCs available. However, it is critical to be able to recognize an MPC when you have one and then, very importantly, you need to know what to do with them once they are identified.

In order for a candidate to be classified as a true Most Placeable Candidate (MPC), they must meet a minimum of five basic criteria.

1. The must possess marketable skills. Skills that are in demand. They may be skills that have evolved from work experience, educational background or a combination of both.
2. The candidate must be realistic about their job search criteria, including position, title, location, compensation and benefits.
3. The candidate must be available for interviews within a reasonable context and be willing to start a new position within two weeks of acceptance. The candidate is not a shopper, but rather is committed to making a job change now.
4. The candidate must provide viable, work related references that can be checked prior to commencing activity on their behalf.
5. The candidate must willingly support your marketing efforts on their behalf.

As defined above, a true MPC is not your average candidate. They are in short supply and probably represent less than five percent of the typical recruiter's data base. However, they do exist and can be identified if you carefully measure them against these five criteria.

Most recruiters are familiar with the first four criteria for determining which candidates are MPC qualified. However, the fifth criteria may be the most important because it directly influences the manner in which you will market them to perspective employers.

Remember

The proper marketing of an MPC to an appropriately targeted group of perspective employers remains, on average, the fastest route to making a quality placement.

The operative words here are "proper" and "targeted" and this is where your MPC's willing support is required. Two examples will underscore this point.

Example One

A recruiter interviewed a candidate who was a sales representative for a manufacturer of disposable medical devices. After qualifying the candidate on the first four criteria, she explained the concept of marketing him as an MPC. He liked what he heard and agreed to cooperate with her in this effort. Following her direction, the candidate identified eleven companies in which he had an interest. He also explained in some detail, exactly what value he could bring to each of



these organizations. Armed with the list and understanding clearly the value the MPC could bring to each company, the recruiter customized an MPC presentation for each organization. The results speak for themselves. The recruiter was successful in reaching the Senior Sales Manager (or equivalent) at ten out of eleven companies, of which seven expressed interest; four interviewed the MPC and two extended offers, one of which was accepted by her candidate. From start to finish, the process took 17 days and resulted in a \$12,500 fee.

Example Two

A recruiter identified a Manufacturing Engineer as his MPC. In similar fashion to the example above, he worked closely with the candidate in identifying 23 appropriate companies, and customized a specific value based presentation for each of them. The recruiter was successful in reaching the Manufacturing Manager (or equivalent) at 19 of the organizations, nine expressed interest, and five interviewed the MPC and two extended offers, one of which was accepted by his candidate. From start to finish, the process took 26 days and resulted in a \$15,500 fee.

In both of these examples, once the recruiters identified their MPCs, they were successful in placing them by investing less than 20 hours of actual, direct work on their behalf. That translates into an average of approximately one hour per day of focused MPC related activity.

The key to success with an MPC is gaining their active participation in the process. Most importantly, having the MPC identify appropriate companies for a targeted marketing approach along with their involvement in developing a value based presentation for each call.

This is just as important for recruiters who work within a highly defined specialty because it creates “participative buy in” on the part of the MPC.

Remember

Self promotion is ranked only behind death and public speaking as a primary fear for most people.

That’s precisely why most MPCs are more than willing to prepare you to conduct a successful marketing campaign on their behalf.

Unlike most recruiters who avoid marketing MPCs because their efforts produce marginal results (a litany of calls to employers they know nothing about with candidates they know little about), successful recruiters understand the benefits of having the MPC identify the “targeted” companies as well as providing the critical information necessary to create a value based marketing presentation (*see TFL – 02/99 – “Why Are You Calling Their Company?”*).

The active involvement of the MPC is the critical factor. Because they have identified the targeted companies, they are pre-sold on the prospect of interviewing with them. Additionally, they have provided the key elements for your customized, value based MPC presentations. When these presentations are augmented with performance based reference checks and professionally delivered to the appropriate employers, the results should mirror those from the above listed examples.



When you consider the potential benefits of making one additional placement per month, the focusing of an hour a day on the proper marketing of a qualified and cooperative MPC, can be more than justified. After all, much of the initial work should be completed by the MPC. This allows you to maximize the effectiveness of your time, effort and resources in the most productive manner. Actually, the entire process typically requires fewer resources than an average search. And, if you're like most practitioners, you have at least one hour per day that could be invested in this type of MPC marketing. In fact, you have everything to gain and nothing to lose by including this function in your daily activities.

Why not commit yourself to utilizing this approach for the next 90 days? The results will validate the fact that you are indeed on your way to adding one more placement per month to your production. Meanwhile, if you have questions or comments, just let me know. Your calls and e-mails are always welcome.



Recipient of the "2006 Harold B. Nelson Award", Terry Petra is one of our industry's leading trainers and consultants. He has successfully conducted in-house programs for hundreds of search, placement, temporary staffing firms and industry groups across the U.S., Canada, Mexico, Australia, New Zealand, Russia, England, and South Africa. To learn more about his training products and services, visit his web site at: www.tpetra.com. Terry can be reached at (651) 738-8561 or e-mail him at Terry@tpetra.com.