

NLE Quick Tip: Developing your USP

Scott Love is a leading expert and authority in the executive search industry. He has been quoted in the Wall Street Journal and Selling Power Magazine and is the author of 'The Recruiter's Adventure Book! How to Find Buried Treasure in the World of Recruiting'. Scott has spoken to nearly every major industry group and is a graduate of the United States Naval Academy in Annapolis, Maryland. In Scott's quick tip presentation, he discusses how you can create your Unique Selling Proposition (USP) to elevate your recruiting game.

Meeting: "Developing your USP"

(Facilitator): Greg Doersching, in his "Insider's Point of View" NLE TV Video, shares his findings from taking an entire mixed group of Human Resource professionals out to dinner and letting them vent their frustrations about working with search firms. Watch that video for more, but the bottom line that Greg shared from his dinner with our hiring managers – their biggest objective is to find the recruiter who they know will get them results but with the minimum amount of hassle. They are conscious of the quality of candidate you provide and the ease of the process they will experience. Interesting feedback to note is that they want to work with at least two search firms, not because they don't value your work, but because their fear is that no one agency has such a corner on the market that they can actually service all of their hiring needs.

For those who practice the concept of Market Mastery, Greg mentions the desire from hiring managers to have the ability to partner with a firm who can effectively search on multiple assignments from different departments – all while maintaining one point of contact. If you are looking to develop additional practice areas or niches, consider working within your current industry while diversifying into new roles or levels.

To dig into Scott's point, consider asking HR some strong questions to align yourself with their goals and pain points. HR has become, in some industries, the purchasing department for human capital. What can you add?

- How does this impact you personally if I fill this position?
- How are you measured on an annual basis? Staying power of candidates hired? Getting positions filled quickly?
- Do you have a budget for working with search firms? What challenges do you have with that budget? Are you ever in "use it or lose it" mode?
- What do you want to see most from me in order to make you look good to those who matter?
- _____
- _____
- _____
- _____

(Facilitator): The key to breaking through to candidates and hiring managers, as always, is offering value – but this is a term that has almost lost its meaning through overuse. Recruiters are often urged to "be unique and sell the value" without much direction as to what that means.



NEXT LEVEL Exchange

Time to put some thought into that direction! Scott gives a step-by-step method for developing your Unique Selling Proposition; once you've developed yours, role play it with your peers. Get their honest thoughts; is what's unique about you something that has value to the client or candidate? Have we clearly expressed both the uniqueness AND the value in a way that matters? As Scott says, remember to create impact both on a personal and emotional level. Keep working on this until it's something that truly increases your confidence over the phone!

Personal uniqueness – what is unique about YOU? Keep thinking!!! _____

What does that uniqueness allow you to DO (turn it into a benefit statement for the hiring manager or candidate: _____

Professional uniqueness – what is unique about your firm/organization? Keep thinking and get others to think with you! _____

What does that uniqueness allow you to DO (turn it into a benefit statement for the hiring manager or candidate: _____
