

Let's Face It...It's My Fault

**Presenter: Greg Doersching, President of Next Level Coaching –
a division of Next Level Exchange**

For over 20 years, Greg Doersching has been recognized as one of the most cutting-edge voices in the recruiting industry. He is the President of Next Level Coaching, an international trainer and has presented hundreds of workshops and Keynote Addresses for major national, state and local recruiting and staffing groups. He is consistently rated as one of the top presenters for each conference, and on top of that, he still runs a desk.

In this presentation, Greg shares his thoughts about taking ownership including responses to objections and excuses we commonly hear in the marketplace, how to adapt to the ever-changing talent pool, plus real solutions to real problems.

Meeting, Week 1: “Let’s Face It...It’s My Fault” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Pause the video at 38:50 and review the takeaways below. Resume Week 2’s meeting at 38:50 and watch through the end of the video, using the material below to incorporate Greg’s content into your own placement process.

(Facilitator): In order to be treated differently, we have to act differently. If you are different behind the scenes, your client will have no idea. You have to be different in the eyes of your client! What are you doing to actually impress your client before you even start the recruiting process? Put your money where your mouth is; put yourself on the line right from the beginning. Greg shares his exact script below – discuss the benefits of adding this as a step to incorporate into your process. How would you edit what he’s started below to make it something you can use immediately?

“Thank you; I really appreciate all the information you’ve given me. It’s certainly enough for me to get going and start our process now. The first step in my process is simple; it will actually start tonight. So I need to ask you this – do you have 10 minutes free in your schedule tomorrow and I swear it won’t take more than 10 minutes. Excellent; tonight what I’m going to do is simply this: I’m going to go through all my notes and do some homework and then tomorrow I will call you and I will pitch this position back to you as if you were the candidate. That way you can hear exactly how I intend to represent your company to candidates. If there is anything we need to amend, edit, correct or fix, you get a chance to do that before I start making calls.

Here’s why, and you and I both know this. People’s best career moves? They don’t happen when someone is looking for a job. They happen when someone hears about an opportunity, it’s usually through a friend of a friend, and then they decide to pursue that opportunity. Well, that’s what my job will truly be for you. I will be your professional friend of a friend, so I want to make sure the story I’m telling about you is the exact story you want told.”

On the follow-up call:

“Excellent, I’m glad you like the way I’m going to tell your story. Because that’s truly what good Recruiters do – we are your “professional friends-of-a-friend”.

The last thing I wanted to go over with you is this; after reviewing my notes last night I put together a list of the top 6 things I believe I heard you say where the most important



skills/experiences you wanted to see in a candidate. They are 1, 2, 3, 4, 5 and 6 - do I have those right?

And just to reconfirm – we are targeting a salary between X and Y, correct?

Great, because now my mission is simple – it's going to go find you people who have at minimum 5 of these 6 things AND they are willing to come to work inside the salary range of X and Y. Because I'm assuming if I do that – that's a person you're going to want to interview!"

You have now solved problems before they become problems, and pre-closed the client on exactly what they will do (interview the candidate) when you find them who they said they were looking for!

(Facilitator): Let's move to Greg's second discussion point. Move away from the keyword mindset and focus instead on the competition – where are all the places this candidate can come from? Focus on the competitors to your clients, not they keywords shared in a job order conversation.

Secondarily, there is a human connection that needs to be made between the background/skill set of a candidate and what that candidate has actually done. Focus on the "who" and not just the keywords the clients shared in the search assignment process. The candidate needs to have the right experience, in the right industry/circumstances, in the right geography.

Instead of: *"What do you need to see in order to determine that a successful hire has been made?"*

Replace with: *"Imagine you're walking down the hall with your new hire on their anniversary of their first year with you. What needs to have happened that you feel compelled to put your arms around them and think 'you did AWESOME'?"*

Your screening question that doesn't sound like other recruiters: _____

Instead of: *"What are the primary duties and responsibilities someone will hold in this role?"*

Replace with: *"To accomplish these things, what skills do you need them to possess right now? Which ones can you develop based on your strengths as a leader, and which ones do they have to come to the table with?"*

Your screening question that doesn't sound like other recruiters: _____

Instead of: *"Where can this candidate be in 3 to 5 years of they prove to be a great performer?"*

Replace with: *"What's the success story you are most proud of in terms of an individual you've hired who has really set the pace for others to follow? Where did that person come from? What did he/she do that contributed to that success? What is their personality type? What would you like to replicate about this person in a future hire?"*

Your screening question that doesn't sound like other recruiters: _____

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

Meeting, Week 2: “Let’s Face It...It’s My Fault” by Greg Doersching

Resume Week 2’s meeting at 38:50 and watch through the end of the video, using the material below to incorporate Greg’s content into your own placement process.

(Facilitator): Starting off this week’s meeting with Greg’s next point – closing! It’s a buzzword that of course we know is part of the key to success – but what are the fundamental components to closing? Let’s go through Greg’s three steps.

First Closing Opportunity: Make the candidate take an action towards pursuing the role – but after you’ve fully explained the opportunity and answer questions. Greg’s recommendation is to purposefully have the candidate complete a short questionnaire, or having *them* schedule the call with *you*. The “if I, will you” sets the tone for the relationship and the action is a small step that indicates interest. What will your small step be that you incorporate? _____

Second Closing Opportunity: Before getting too excited to schedule the interview, use this second step as an additional closing opportunity. Remember, anything less than a committed answer means that they are still on a fact-finding mission and you need to know what they are still looking for so you can help them find it (or know that it is right in front of them). Greg shares his script for continued testing:

(Name), we are at a different place now; before, we had to find out if Client had any interest in your background and now we know – they do. So, this tells me things are getting serious now! So, you’ve had a couple of extra days to think about this; if something about this opportunity isn’t sitting right now is the time to pull out. So, I have to ask – do you want me to schedule this interview?

(Name), that’s great to hear. Especially because, in my mind, I keep thinking about what you said about why you loved about this opportunity to begin with (repeat their prime motivator back to them) and now we’re on our way to achieving that.

I’m very curious – you’ve had some time now to think about this and talk to people – how do your friends and family about this opportunity?

If this position were to come together for you do you think your current employer would do anything to keep you?

Third Closing Opportunity: Of course, a clear closing scenario is when scheduling final interviews and negotiating compensation. Be deliberate in the steps you take before engaging in this stage of the process. We need to gain commitment that the candidate truly wants this opportunity!

*(Name), well this is it – the final hurdle. Client wants to bring you in for a final interview and that means that if this goes well their plan will be to extend you an offer with the **EXPECTATION** of you accepting that offer. So I have to ask one last time – do you really **WANT** to go on this interview?*

That’s great to hear. Especially because, in my mind, I keep thinking about what you said about why you loved about this opportunity to begin with (repeat their prime motivator back to them) and now we’re on our way to achieving that.

I’m very curious; you’ve had some time now to talk to people after your first interview with them – how do your friends and family about this opportunity?



(Name), because we are at the final step, we do need to talk about money one more time. When we originally talked about money and when I first presented you we told them that you wanted \$X (be exact). If this interview goes well and then come to me and say "we want to offer (name) the amount of X. Do I have your permission to tell them "yes, he/she will accept that offer."

Candidate Email

Tom,

I want to just confirm everything we talked about earlier today. I am going to schedule your personal interview with Schrieber Foods for 10 am on Friday the 27th. Also, I want to make sure I had a very clear understanding as to all of the things we discussed concerning compensation so I am outlining what I heard below. Please review this and email me back that my information is correct. As soon as I get that email back from you I will schedule the interview with Kim.

Thanks,
Greg

Current Compensation

Base: \$72,000
Bonus: 15% (Due April '06)
Vacation: 3 weeks

Benefits: Standard

Relocation: Only issue is that he owns a 30' sailboat and there will be some cost in moving this

Expected Compensation

Base: \$81,000 – 83,000
Bonus: 20% as per plan
Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1 next year.
Benefits: As per plan

Client Email

Polly,

I wanted to let you know the Gary Thomas is all set for his interview on the 27th but I wanted to take a minute here to go over something with you one last time before we spend the money and time necessary to bring him in. Gary and I have had numerous conversations regarding his salary expectations and I wanted to make sure you had clear information regarding this, so here are his expectations:

Current Compensation

Base: \$72,000
Bonus: 15% (Due April '06)
Vacation: 3 weeks

Benefits: Standard

Relocation: Only issue is that he owns a 30' sailboat and there will be some cost in moving this

Expected Compensation

Base: \$81,000 – 83,000
Bonus: 20% as per plan
Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1 next year.
Benefits: As per plan

As long as you are confident that we can work within these parameters and/or come to an acceptable compromise I see no reason to not proceed with the interview. If you have any serious issues please call me to discuss them.