

NLE Quick Tip: When You Fail

The vast majority of the outbound client development calls we make do not result in a signed agreement. It can be a frustrating feeling, but Karen shares some quick tips to help close more business during the “failures” that ultimately lead down the path to your success. You’ll learn how to take control over what are you deliberately doing on the phone to achieve your objectives and be more creative during the process.

Meeting: “When You Fail” by Karen Schmidt

Facilitator: This quick tip is a great reminder to the ups and downs of marketing and the importance of staying consistent with achieving at least one objective on every marketing call. Karen breaks down a quick checklist of those objectives:

- Get a signed fee agreement
- Get enough information for a guaranteed follow-up call
- Get referrals or market intelligence
- Recruit the hiring manager

How consistent are you getting at least one objective on your marketing calls? If you have room for improvement – follow these tips to get back on track:

TIP: Establish credibility with the people you are calling

List insight that is unique and relevant to your industry to share with hiring managers on future calls when trying to establish credibility:

- _____
- _____
- _____
- _____

TIP: Have different questions to change up the routine of your calls (and what your hiring managers are hearing.)

Stop asking the same questions that every other recruiter is asking of the hiring manager. Examples:

Would it be valuable for you to know who in town is hiring for what?

Would it be valuable for you to know what people in your role are making within your industry? Location? Area?

Do you want to know when the next Michael Jordan (insert actual rockstar specifics) of your industry becomes open to new opportunities?

Would you be interested in a \$400,000 producer who is relocating to your city who does not have a non-compete and wants to join another firm as opposed to going out on their own?

What other questions can you script for this conversation with the hiring manager?

- _____
- _____
- _____
- _____

What script would you use to call the hiring manager out if they are unwilling to engage in conversation with you? Edit the script below:

“You are the first person that I’ve talked to in all of my years of doing this that would not want to know the answers to the questions I just shared. Either you are resigning tomorrow and have no interest in having any forward motion conversation, or you are the only person that I’ve talked to EVER who has not been interested in receiving this kind of insight. Can I just ask you what’s going on?”

Your script: _____

TIP: When you fail – pull out the Hail Mary script

Always have a Hail Mary script in your back pocket. Karen referenced a fantastic one from the Big Biller episode by Nathan Hanks:

“Karen, you and I have not done business before. The objective of my call is that in making the business development plans that I have for myself for who I want to be working with 12 months from now, your firm will be one of the 10 that I work with. I know that we’ve not worked together before so I have to earn the right to become one of your trusted advisers, or whatever word you want to use. Tell me where we can get started.

I get it that if there are no critical hires right now, I am okay with this short-term objective turning into a long-term one, but within 12 months my objective is to have the kind of relationship with you that I’ve built with (drop in client names; if new, use names the firm has worked with).

I have a few recommendations of how I have done this with other clients in the past who are now my core focus of who I work with. Would you like me to share with you how we got started?”

Script your Hail Mary response for your client to engage with you: _____

Tip: Make the follow-up count

Karen suggested contacting with all marketing presentations, regardless of the result, on LinkedIn. However, change it from a daily task to a weekly one done on Fridays. Greg Doersching would call this establishing a “pattern of activity” for your marketing efforts.

Script your follow up-email or InMail:
