



NLE Quick Tip: Mental Blocks That Hold You Back

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 quick tip, Greg discusses the mental blocks that hold you back, and how to get around them.

Meeting: “Mental Blocks That Hold You Back” by Greg Doersching

(Facilitator): A recent research study found that 48% of business-to-business salespeople are afraid of making cold calls. Greg’s short but sweet quick tip addresses that much of this statistic is rooted in mental blocks and the fear of sounding not credible and unprepared when delivering your pitch.

Greg addressed that technology can prolong your fear of dialing the telephone. How does it prevent you from connecting in your market? _____

When addressing your fear of failure, embrace those moments when things go south and dig deeper to improve. Ask yourself the following questions:

What’s the worst thing that could happen if someone shuts you down on a call? How can you prepare yourself for the next time when it happens?

When I failed because I didn’t add value on a candidate call, what can I say differently to demonstrate my knowledge on future calls, so that doesn’t happen again?

When you perceive your call as a fail - analyze the good. What's one thing that went right?

(Facilitator): To improve performances while on the phone and increase the likelihood of building rapport with our candidates, put yourself in a position of strength and arm yourself with the “skeleton script” to navigate through any introductory call.

Greg outlines the bones of the script with the “chapters” seen as the main benefit statements to address with the candidate on your call:

- Introduction
- Ch. 1 – Company information
- Ch. 2 – Non-traditional benefits
- Ch. 3 – Candidates role in the organization
- Ch. 4 – Location/commute information
- Closing question

With the chapters above in mind, take a current search you are working and fill in the selling points for each chapter addressed:

Ch. 1 – Company information:

- _____
- _____
- _____

Ch. 2 – Non-traditional benefits:

- _____
- _____
- _____

Ch. 3 – Candidates' role in the organization:

- _____
- _____
- _____

Ch. 4 – Location/ commute information:

- _____
- _____
- _____

Now take what you have created above and insert those points into the script that Greg covered during his session. How would you revise it to make it work for you?

Introduction:

"Don, hi this is Greg Doersching, President of Griffin Search Group and I am calling you today because I work extensively with plant managers in the dairy industry and I'm calling because I need your help.

Have you got a couple of minutes to help me?

Here's the situation, a very good client of mine and company called Grande Cheese is right in the middle of a search for a Director of Engineering. And if you are not familiar with Grande:

Chapter 1 - Insert three bullet points about the company:

Transition: What I like best about this company is how they truly value and appreciate the people that work there. On top of health, vision, dental, 401K all the normal things you would expect. They do this:

Chapter 2 - Insert three non-traditional benefits the client offers:

Transition: Don, here's what you are going to be doing:

Chapter 3 - Insert three points that the candidate is going to play in the role:

Transition: The last thing I should tell you, Don, is when it comes to location, here's where they're located:

Chapter 4 - Insert location information:

Closing Question:

Don, does that sound like the kind of opportunity you personally might like more information?

What other closing question(s) could you ask to push back to the candidate and get them to engage with you?

(Facilitator): To get better at cold-calling, one must grow accustomed to making new calls. With more regularity, comes confidence! Challenge your group to set small call blocks throughout the day consisting of entirely of new calls. Have them track results and review to discuss key takeaways and successes. In creating that consistency and removing that fear, remind them that they play a valuable part in improving the lives and businesses of candidates and clients!