



NLE Quick Tip: Your Professional Recommendation Visualized

Presenter: Karen Schmidt, Managing Partner of Next Level Exchange

So often we talk about the tactical pieces of the recruiting process. What makes a great introduction, how do we deliver a more impactful presentation to a candidate or client, what are the hot buttons we should be speaking to, how do we handle a counteroffer and more.

In this presentation, Karen talks about something that requires some thought, patience, and at times hours of work – the collateral material leveraged to differentiate yourself, to elevate your sales and recruiting process, and to ultimately close more business. She'll start with a broad list of marketing materials that elevate top recruiters from other recruiters whose efforts consist of little more than phone calls. Great recruiters take the initiative to put together a game plan, and the supporting industry-specific marketing materials to deliberately dominate their market. You can too.

Meeting: “Your Professional Recommendation Visualized” by Karen Schmidt

(Facilitator): Let's face it, most recruiters are an impatient bunch, thriving off of the hustle and often chaos that transpires in the quest to hit commitments from quarter to quarter. In that push for success and constant task-switching, it's hard to slow down and think about the “non-billable” activities one can do to grow their practice.

This Quick Tip reminds us of the importance of not just the day to day steps we as recruiters must take when making a placement but also of the long-term investment of time to collateral material to become a leader– that is, building your brand. How people see, perceive and value you are the foundations of your business. Karen reminds us that taking a moment to invest back into your practice, might seem counterintuitive to recruiting culture, but could be the difference-maker in your long-term success. Tackling projects, like the ones listed below, in the long run, promote you and strengthen your business. What is a better investment of time than investing in yourself?

We begin with a broad list of ways a recruiter can start to show that skill and begin to separate themselves from others in their industry. Some of these suggestions you might already have in place. Others might be new ideas to tackle over time:

- One-Page “About Us” PDF
- Quarterly MPC Candidates/ Placement Update Mailer
- Create a Case Study
- Create a Senior Leadership Spotlight on Hiring Managers
- Conduct a Salary/ Market Survey
- Review and Modify Your Interview Preparation Packet
- Create an Email Template for “Can't Help” Candidates



Your time is precious, so keep it simple! Commit to one project to be completed over the next 30 to 60 days. Don't overcommit yourself and keep in mind that each additional project divides your time into smaller pieces so that you have less of it to devote to anything – heightening the chances of you abandoning the project at the halfway point. The key is to start with just one:

I commit to:

Next, think through the project. What do you need to do to complete it? For example, if your commitment is to create a one-page “About Us” PDF for your team, what is essential to include in that document?

Examples: Firm biography, your personal/team success rate, percentage of repeat clients, awards, rankings (both national or locally).

What additional information is important for you to share?

Who else on your team (or in your firm) can assist with this project?

From there, get to mapping out the amount of time you think the project might take, including entering the steps into your calendar to create a realistic timeline. By mapping your project, this can help in assuring that your timeline is realistic and manageable:

Next, stick to your timeline! Give yourself hours or even an entire day (depending on the project) to create a final product you are proud of and, most importantly, that creates real value to your business and YOU!



(Facilitator): When sharing our professional recommendation, if not appropriately explained, that recommendation might not be fully understood, and the negotiating process could breakdown. Our clients have expectations when partnering with a search firm. They must know what you are capable of doing, but it's our responsibility to be the ones to educate. To begin, Karen spent considerable time reviewing one piece of material from Next Level Exchange's distanced-base engaged and retained search course – The Chart of Solutions. This chart helps to educate your clients on your “menu” of options while differentiating you from your competition.

Review the below chart, shared in this episode, as a template and a starting point for creating your personal Chart of Solutions:

Chart of Solutions

	Contingent	Engaged	Multi-Position Engagement
Fee Percentage	35%	30%	25-27.5%
Replacement Guarantee	30 days	6 months prorated	1 year prorated
Message to the Market	Varies recruiter to recruiter and firm to firm	Carefully crafted and targeted message approved by the client	Carefully crafted and targeted message approved by the client
Volume of Market Coverage	Contact existing network of previously recruited candidates	Average of 500 outbound calls made weekly on client's behalf	Average of 500 outbound weekly calls lasting multiple months/full year
Average Number Candidates: 30 Days	2	10	10
Average Time to Fill	Not guaranteed	60 days	Ongoing hiring
Activity Reports	N/A	Weekly customizable progress reports detailing search activity and market feedback	Weekly customizable progress reports detailing search activity and market feedback
Best For	Positions with low sense of urgency	Roles with high urgency requiring complete coverage of the passive market	Multiple needs and desire for an expanded array of services combined with a long-term market penetration strategy



Next, clean the chart and create your Chart of Solutions. What would you keep, edit, or add to articulate your “menu” of capabilities? Make sure that you are adding information that helps to differentiate your process. Also, remember to sandwich the middle option as what you would see as most optimal but not the least expensive for your client:

Chart of Solutions

	Contingent	Engaged	Multi-Position Engagement
Fee Percentage			
Replacement Guarantee			
Message to the Market			
Volume of Market Coverage			
Average Number Candidates: 30 Days			
Average Time to Fill			
Activity Reports			
Best For			

Once you have completed your chart, review your columns. If you don't know the answers to some of your statistics, take Karen's advice, and start tracking that information moving forward. Accurate numbers are powerful and will only help you create a more precise picture for your client, further helping them understand the nuances between one option over another.



Building off of Karen's example in this tip, if your client asked for additional clarification on why you might recruit more candidates in 30 days financially committed versus fewer candidates if contingent, how would you explain the value of time-based on the option they chose?

Let's put this chart to work! Create a script for explaining your service charge and professional recommendation to your client:
