



## NLE Quick Tip: The Impression of Expertise

**Presenter: Greg Doersching, President of Next Level Coaching & Managing Partner of Next Level Exchange**

Establishing credibility and expertise with clients is crucial for recruiters to be seen as a valuable solution to their hiring needs. One way to separate yourself from other recruiters is to make small comments when interacting with clients that demonstrate your in-depth understanding of their world. This can be done by delivering small “speeches” during your search assignment conversations that convey your expertise and establish your authority in the field.

Staying up to date with the latest industry trends and developments can also help to establish your credibility as a knowledgeable and experienced professional. By consistently demonstrating your expertise and providing valuable insights, you will build trust with clients and position yourself as a valued resource when hiring needs occur.

### **Meeting: “The Impression of Expertise” by Greg Doersching**

**If you are reviewing this Episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.**

**Facilitator:** Remember that our goal is to establish ourselves as industry experts. There are several ways to accomplish this and show your clients that you are the expert and they should follow your lead. Let’s look at some sample “speeches” that can separate you from every other recruiter. Beneath each script, notice a notes section to modify the scripts shared to fit your industry.

#### **Speech #1: The Friend of a Friend Speech**

*“What we will have to do for this search is ACTIVELY go SELL this opportunity to people. To do that, I need to be able to tell your story. You and I both know that most people’s best career moves happen when they are not looking for a job. They happen when someone hears about an opportunity, usually from a friend of a friend, and then they decide to pursue that opportunity. Well, for the next 4-6 weeks, I will be your PROFESSIONAL friend of a friend, and I need to be able to tell your story. So, I want to ask you this....”*

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**Speech #2:** The 72-Hour Speech

*“The studies have all been done. One of the biggest problems in hiring right now is not the shortage of candidates; it is how these candidates act. Candidates know they are in demand more than ever, especially the person you described. With people right now, it is all about feeling appreciated, so if they apply for a job and do not hear anything back in less than 72 hours, they will assume we are not going to “appreciate” them, and they will reject us. Once that happens, you cannot get them back.”*

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**Speech #3:** The “Why Is It Open?” Speech

For a newly created position, you should ask, “Why was this new position created?” Remember that you are the expert, so make sure that what they ask is realistic. It is much better to fix expectations upfront than to adjust them three weeks into the search.

You can say this:

*“Sally, in 10 years of recruiting in this space, I cannot recall a single time I have run across someone who had both \_\_\_\_\_ and \_\_\_\_\_ together. I can find you someone who is strong in \_\_\_\_\_ and learns \_\_\_\_\_, or vice versa, but finding someone who has truly mastered both – that person is 1 in 100,000.”*

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You can give them professional advice for a position created due to an internal promotion. Here is one approach:

*“That is excellent; I love telling a story of challenging work paying off. Let me give you some free advice when it comes to personal interviews. Have the person promoted meet the candidate last and all by themselves. If you put a candidate in a room side-by-side with the person who just got promoted, the candidates will seldom match up. This is because you are looking for the person who got promoted four years ago, not how they performed three days before you gave them the promotion.”*

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**Facilitator:** For a position that became open due to termination or resignation, the response is simple, find out why. For example, was it performance-based? What happened? You need to understand the situation so you can find the right candidates.

Your ability to demonstrate that you are the expert is crucial. You are not a resume clearing house. Speak confidently about the value you provide to your clients and elevate your status from just another recruiter to a valued partner!