



## Client Development Secrets

**Presenter: Scott Love – Owner, Scott Love Associates**

Scott Love improves the performance of recruiters and the profitability of search firms and staffing agencies by creating systems that are replicable. He is a trainer, speaker, and management consultant to the industry, and just like you, he works a desk every day. Scott has spoken to nearly every major industry group and is a graduate of the United States Naval Academy in Annapolis, Maryland. Scott has been quoted in the Wall Street Journal, Selling Power Magazine, and numerous major city daily newspapers and Business Journals. Scott is the author of *The Recruiter's Adventure Book* and has written over 250 articles on leadership, sales, and recruiting.

### About This Presentation

In Scott's presentation, he'll discuss keys to client business development including, SPIN selling and questions for client prospects, how clients perceive risk, how to handle client rebuttals and fee negotiation tips.

### Meeting: "Client Development Secrets" by Scott Love

**If you are reviewing this episode with a team, watch the entire Episode and use the guide below to expand on the content Scott provides.**

**Facilitator:** Whether you are building up a new book of business, or have a strong existing client base, continuous business development is key to long-term success in the search business. Scott shares a list of best practices, some of which you may already know and do. Some you may have gotten away from; review his list and add to it. What is a priority for you as it relates to elevating your client development strategy?

- Get more face time! Spend some money on a plane ticket and a hotel, and get in front of your clients.
- Meet others within the organization outside of your primary point of contact.
- Find an advocate on every search.
- Work your way up the food chain. Does everyone at the most senior of levels know who you are?
- Stay in front of key clients (via phone, email, marketing initiatives, in person, etc) at least once per month.
- Revise your responses to a few client development/fee clearing objections that you aren't completely comfortable with.
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_



**Facilitator:** Scott brings up the subject of Relationship Capital. Relationship Capital is the sum of your search firm's connectivity to the marketplace, both directly and indirectly. This is certainly a fluid asset, and subject to unpredictable changes. However, this can be an area in which you make a controlled effort – to be a trusted partner, who does more than just place good people. Take a moment and complete the following questions while thinking of a key client:

How does the company function? \_\_\_\_\_  
\_\_\_\_\_

What are the biggest accomplishments the company needs to achieve in the next 12 months? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What kind of clients or organizations can you introduce them to that will give them more business? \_\_\_\_\_  
\_\_\_\_\_

Who are their primary competitors? \_\_\_\_\_  
\_\_\_\_\_

What kind of organizations would the company want to acquire or merge? If this is not an immediate priority, can you imagine a situation in which it would make sense for them to consider? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are their long-term goals? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the retirement plans and succession strategies of the senior management team? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the legacy the CEO wants to leave when he retires? \_\_\_\_\_  
\_\_\_\_\_

**Facilitator:** Think through your Super Seven. What are your action steps to move each relationship forward? Develop a plan for each one, and be very specific in your actions to move them forward.

Client: \_\_\_\_\_

Action Step: \_\_\_\_\_

**Facilitator:** Finally, take some time to fine-tune your unique selling proposition. Create a one-page marketing document that helps you process the following information – and remember to seek outside assistance if necessary!

1. What is unique about YOU?
2. What is your niche?
3. In that niche, what is your sweet spot?
4. What are your action steps?