



NLE Quick Tip: The Power of Perpetual Marketing

Presenter: Christine Geiger, Partner, Senior Director of Training, Next Level Exchange

Why is it that some recruiters you know seem to have really good clients? Why do they have "all the luck?" They keep marketing. They upgrade clients. They don't devote all their time and talents to organizations that are going to treat them like vendors, where there is a lower probability of success. Big-name or not, clients who truly work with us in tandem and view us as partners, not competitors, are the organizations we want to align ourselves with. Companies that provide the requisite feedback to help us hone our search better, firms that are prompt and proactive with interview scheduling, decisions and offers. These companies are worth their weight in gold and continual; perpetual marketing will help build your business with these better clients.

Meeting: "The Power of Perpetual Marketing" by Christine Geiger

(Facilitator): As Christine shared, many fall short when it comes to perpetual marketing, gravitating to the "here and now" openings, reducing their chances of developing a portfolio of trusted and high-valued clients. Don't let this be you! From this day forward, start by becoming more aware of what is acceptable in our client relationships and what can be adjusted and acknowledged to establish a fulfilling and profitable marketing experience!

When do you feel most valued by a client?

How does a client show you that they value your partnership?

How does a true client partner that values you act differently than one that does not?



AWARENESS: Evaluate your existing clients on a scale of 1 to 5. Score each area for the following:
1 – Never, 2 – Occasionally, 3 – Sometimes, 4 – Frequently, 5 – Always:

CLIENT EVALUATION	
Access to all decision-makers	
Realistic expectations	
Provides detailed feedback	
Proactive with scheduling	
Decisive	
Makes competitive offers	
Exclusivity	
Financially committed	
TOTAL	

Now that you have evaluated your existing clients, how do you feel about the results?

What do you need to do differently?



What else do you value in a client beyond the evaluation above?

SET EXPECTATIONS

How long is it reasonable for a client to let you know if they will interview your candidate or not?

How long is reasonable for a client to say yes or no – we will hire your person?

Review Christine's script for a client who wants less than desirable terms (ex: no financial commitment, exclusivity, or lower fee). What would you modify to set expectations for what you will and will not do?

"Ms. Client, I will not be aggressively searching on your behalf. I will not be doing an all-out hunt. What you can count on from me is to make 50 targeted recruiting calls on your behalf regarding this need on your team. I will work on this assignment for the next two weeks. Once I reach that timeframe, I will certainly follow up with you either way with the status of those search efforts."

Your script:
