



The Psychology of Closing

***Presenter: Greg Doersching, President of Next Level Coaching
& Managing Partner 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 presentation, entitled “The Psychology of Closing,” Greg shares his top 6 must-dos to ensuring more closed deals.

Meeting: “The Psychology of Closing” by Greg Doersching

If you are reviewing this Episode with a team, watch the entire Episode and ask your group for their key takeaways and insights that they pulled from the Episode. Review the below to fill in the gaps.

How can one influence another’s decision making process? People move through predictable stages in a cycle of decision making – yet not all are obvious to those steps. First, for change to occur, trust must be established between both parties. If one is not trusted, there is no influence. Next, there must be urgency created throughout the process, along with a commitment from both parties. Last, there will be resistance and eventual change to move closer to a decision. These stages become the push and pull in managing the placement process between candidates and clients, and recruiters have to be willing to go through all of those stages to make the right match.

When we embrace the process of closing, we embrace that it isn’t something that happens only at the offer stage, but the total opposite. As Greg reinforces, it begins the moment a recruiter decides to partner with a client and assist them with their search. Let’s jump into Greg’s six “must-do” steps shared to closing more deals and increasing the value we bring to our clients and candidates!

1. You MUST have confirmation of the TOP 6 things your client is looking for to start a search.

Upon taking a search over the phone, Greg encourages a follow-up email to the client confirming the six skills and experience needed in a qualified candidate. He also confirms the salary range of the position, along with a call to action for the client. The client must respond to initiate the search.

Using the below email template as an example, take a current search you are working on and craft your confirmation email to your client. What are the Top 6 skills and experiences for the search?



Email to the Client:

(Name), It was a pleasure speaking with you this morning regarding your need to hire a (insert title). Based on our conversation, I wanted to confirm that I heard your requirements correctly. I believe these are the Top 6 Skills/Experiences you're looking for in a candidate:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

You also said you are ready to offer a person who has this unique skill set between (insert \$ range) as a starting base salary.

As soon as you let me know that I heard you correctly, our recruiting team will begin the hunt for candidates. Please let me know that the above information is correct or certainly feel free to edit anything you'd like.

We look forward to working with you on this assignment!

TIP: Once you have confirmation from the client on the Top 6 skills and experiences needed, confirm a time for the following day with the client to present the opportunity to them. This role-playing exercise will help you solidify your presentation to the market while differentiating you from other recruiters in your industry!

2. Make CANDIDATES take action to start the process!

Closing is not something that happens only at the end of a search. It happens the minute you start to recruit and identify a candidate! Greg stresses the importance of having candidates put forth effort early in the search process. He recommends asking the candidate for their prime motivators (ex: quality of life, ego, advancing career path, and location), references, as well as get confirmation from the candidate to move forward in the process with an easy questionnaire.

TIP: This information will be used later in the process to sell back to the candidate!

With the same search example from before, create your questionnaire for your search. What additional questions will you add or modify to continue closing the candidate on the next steps in the process?

- What is it about this opportunity that has made you decide to pursue it?
- References (action needed): I sent a reference check to the people you provided in the information sheet we reviewed earlier. Please follow up with them and ask them to complete that as soon as possible, I will need those back before I'm able to submit you to (Client).
- It is my intention when I get the above information back to submit you to (Client) for the position of (insert title). Do you want to be presented for that position?

3. Know, question, check and then re-check PRIME MOTIVATORS

Throughout the process, make sure that you continue to check the candidate on their prime motivators for making a change. That should happen several times throughout the process. Beyond re-checking after the initial interview, what other times can you reconfirm their desire to move forward with the search?

Review the questions below that Greg will ask the candidate to close on their motivations for change. Write out your modifications below:

- Do you think you can do this job well?
- What did you think of the people you met?
- Would you enjoy working with them?
- How was the commute over to their offices?
- How does your family/significant others feel about this opportunity?

4. Do your SUBMITTAL PACKETS – EXACTLY - as outlined (summary page at least!)

Greg has a specific way that he presents a candidate to the client. His executive summary has four main parts: Compensation information, qualification matching grid, motivations for change, and availability to interview. Get to work and create your executive summary for submitting your candidates by filling in the blanks below:



Candidate Name:

Submitted for:

Expected Compensation Outline: *Make sure to include information addressing base salary, vacation, relocation, and other pertinent information unique to the candidate*

Qualification Matching Grid:

What you asked for:	What Candidate has:
Need 1	
Need 2	
Need 3	
Need 4	
Need 5	
Need 6	

Motivations for making the change:

Personal:

Professional:

Availability to Interview: *Make sure to share specific times and dates on the form*

- 5. ALWAYS schedule interviews OVER THE PHONE and give candidates a chance to bow out gracefully if they are not on the way to becoming placements.**

Before the first and final interview – there is a huge opportunity to continue to close your candidate. Instead of a final takeaway close, Greg insists on the runaway close for both conversations by allowing the candidate a chance to bow out before the first and last meeting.

Later, this is also a chance to continue to close and cover compensation. When having both conversations – Greg stresses that they be over the phone, not through email or text. Review the scripts below – what modifications, you make to the scripts to personalize them for these stages in your process?

Candidate: Script for scheduling the first interview:

“(Candidate), We’re at a different place now, before we had to find out if insert company had any interest in your background and now, we know they do. So this tells me things are getting serious now, so if you’ve had a couple of extra days to think about this, if something about this opportunity isn’t sitting right now is the time to pull out. So I have to ask, do you want me to schedule this interview?”



Note: You want them to tell you then want to move forward with an interview – if you do not hear that, keep asking questions to uncover what is missing.

“(Candidate), that’s great to hear. Especially because in my mind, I keep thinking about what you said about why you liked this opportunity, to begin with, (sell back their prime motivators), and now we’re on the way to achieving that.”

“I’m very curious; you’ve had some time now to think about this and talked to people. How do your friends and family feel about this opportunity?”

Note: Get a confirmation that they have started talking to their significant others about this opportunity- if they have not, this is a red flag.

Candidate: Script before the final interview:

“(Candidate), well, this is it, the final hurdle. (Client) wants to bring you in for a final interview, and that means that if this goes well, they will plan to extend you an offer with the expectation of you accepting that offer. So, I have to ask one last time – do you really want to go on this interview?”

Note: You want to hear them say they want the job – if you don’t hear that from the candidate, keep asking questions to uncover what is missing.

“(Candidate), that’s great to hear. Especially because in my mind, I keep thinking about what you said about why you were liking this opportunity to being with (sell back their prime motivator), and now we’re on our way to achieving that.”

“I’m curious – you’ve had some time now to talk to people after your first interview with them – How do your friends and family feel about this opportunity?”

Note: Get a confirmation that they are still talking with their significant others about this opportunity- if they have not – this is a red flag and needs to be addressed with the candidate.

“(Candidate), because we are at the final step – we do need to talk about money one more time. When we originally talked about money, and when I first presented you, we told them that you wanted (insert exact \$). If this interview goes well and they come to me and say “(Insert recruiter name), we want to offer (Candidate) this (insert \$ offer). Do I have your permission to tell them, “Yes, he/she will accept that offer.”

Note: Make sure to talk through the walk-away number and close to the “uhmm.” This will also create an opportunity to prepare for the candidate on the possibility of a counteroffer. This is another step that should be covered throughout the placement process!



Greg is proactive in walking the candidate through what will happen when they go to resign to their current company. At what stages in your process are you discussing resignation and counteroffers?

What should you **add** to your process to make sure you are thorough when it comes to preparing your candidates for the resignation process?

6. Use the CLOSING THE MONEY emails when scheduling final interviews

You are almost to the finish line! There is one additional step in enhancing communication to both the candidate and client, and that is putting the money discussion in writing for both parties. Review Greg's emails to both the candidate and client. Make any modifications necessary:

Email to The Candidate:

I want to confirm everything we talked about earlier today. I am going to schedule your personal interview with (Client) for (insert date and time). Also, I wanted to make sure that I had a clear understanding as to all of the things we discussed concerning compensation, so I am outlining what I heard below. Please review this and email me back that my information is correct. As soon as I get that email back from you, I will schedule the interview with (Client).

Thanks,

Expected Compensation:

- Base: *share the range that was closed*
- Bonus:
- Vacation:
- Benefits:
- Relocation:



Email to the Client:

Client,

I wanted to let you know that (Candidate) is all set for his interview on the (insert date), but I wanted to take a minute here to go over something with you one last time before we spend the money and time necessary to bring him in. (Candidate) and I have had numerous conversations regarding his salary expectations, and I wanted to make sure that you had clear information regarding this, so here are his expectations:

Expected Compensation:

- Base:
- Bonus:
- Vacation:
- Benefits:
- Relocation:

If you are confident that we can work within these parameters, I see no reason to not proceed with the interview. If you have any serious issues, please call me to discuss them.

Thanks,