



Shrink Your World, Grow Your Placements

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 "Shrink Your World – Grow Your Placements," Greg shares his thoughts about taking a fresh look at your market – both the "how and why" to take a deeper dive into becoming a true niche expert in your space. Then, Greg reveals a methodology to uncover new search opportunities and a top-of-mind marketing strategy to secure the business.

Meeting: "Shrink Your World, Grow Your Placements" 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.

Greg wastes no time reminding us that less is more, especially when it comes to business development and becoming a true market master. By embracing that thought process, we revolutionize our recruiting results and improve all business development efforts. Best part? It doesn't have to be hard!

The first step is embracing the downsides of how we approach business development:

- We do BD on an as-needed basis
- We rely too much on cornerstone clients
- We don't the way we should
- The longer we stay in, the more we wing it and barely get by

What are your pitfalls when it comes to perpetual business development?

Let's start with Greg's three steps:

- 1. CREATE A BUSINESS DEVELOPMENT TACTIC THAT ALLOWS YOU TO FOCUS ON YOUR SPECIFIC SMALL WORLD:**
 - Embrace the Help Wanted/Open Strategy positions!



WHAT DOES THE OPEN STRATEGY APPROACH GIVE US?

- A steady stream of warm calls to make
- The ability to handpick your niche
- A guide of who to target
- The ability to pre-determine your workload
- An easy and definitive plan to follow

THERE ARE THREE TIMES FOR A RECRUITER TO BE SPEAKING TO SOMEONE WITH AN OPEN POSITION:

1. When the position is **less than ten days old**, you most likely won't get many orders, but you can demonstrate that you are an expert. Expect rejection at the stage but be prepared!

What information can you get over to the potential client about your business if they don't need your help in the first 10 days?

2. When the position has been open for **around 30 days** – if the company is getting low responses to their efforts, you have a chance to get the business

After the 30-day "check-in" call -what could you share to help the potential client understand how your process works?

3. When the position is **60 days old** – companies who thought they solved their problems suddenly realize they were wrong. Those reasons could be that they don't like the people they interviewed, or they just had someone turn down an offer.



What will be your prepared script for this call, and how will you demonstrate your capabilities?:

When it comes to the Open Position strategy, first start by re-defining (or clarifying) your niche:

- **F = FUNCTION-** What is the function in which you place?

- **I = INDUSTRY-** What is the industry?

- **L = LEVEL-** At what level do you place?

- **L = LOCATION-** What is the geography of your market?



Next, pick the 12 – 16 **exact** job titles you would most want to have job orders- remember to be realistic!

- Notes: Make sure you modify to fit your FILL (**Function**, Industry, **Level**, and Location)
 - Make sure you are selecting positions beyond the C-suite
 - Think salaries from \$80,000 - \$150,000 (could vary depending on your niche)

List your 12 – 16 job titles here:

Now that you have your exact job titles - make the leads come to you through search tools like www.indeed.com - refer back to the graphics in this Episode for more coaching on how to set alerts.

- Accomplish this through the Advanced Job Search – including title, geographic location
- Make sure to activate your searches so that they keep coming to you!
- Create a single unique search string for every search!
- Set up the adds to go to a set folder in your email
- GOAL: find ten leads every week!

Once you have set up your leads and alerts, starting on Friday:

- Go through the emails that came in the past week and pick out the ten best ads for client development calls
- Print the first page of the add, just enough information to know about the position
- Look out for ads that talk about who the position reports to
- Start making your calls the following Monday – complete this pattern for four weeks



See a complete visual of Greg's Help Wanted/ Open Position call pattern below:

	Mon	Tue	Wed	Thur	Fri
Week 1	10 New Calls			Try Monday Ads Again	Plan for 10 Monday Calls
Week 2	10 New Calls			Try Monday Ads Again	Plan for 10 Monday Calls
Week 3	10 New Calls			Try Monday Ads Again	Plan for 10 Monday Calls
Week 4	10 New Calls			Try Monday Ads Again	Plan for 10 Monday Calls
Week 5	10 New Calls	Week 1 Ads Again		Try Monday Ads Again	Plan for 10 Monday Calls
Week 6	10 New Calls	Week 2 Ads Again		Try Monday Ads Again	Plan for 10 Monday Calls
Week 7	10 New Calls	Week 3 Ads Again		Try Monday Ads Again	Plan for 10 Monday Calls
Week 8	10 New Calls	Week 4 Ads Again		Try Monday Ads Again	Plan for 10 Monday Calls
Week 9	10 New Calls	Week 5 Ads Again	Week 1 Ads Again	Try Monday Ads Again	Plan for 10 Monday Calls
Week 10	10 New Calls	Week 6 Ads Again	Week 2 Ads Again	Try Monday Ads Again	Plan for 10 Monday Calls
Week 11	10 New Calls	Week 7 Ads Again	Week 3 Ads Again	Try Monday Ads Again	Plan for 10 Monday Calls
Week 12	10 New Calls	Week 8 Ads Again	Week 4 Ads Again	Try Monday Ads Again	Plan for 10 Monday Calls

To keep yourself dialed in (and for motivation) breakdown the math on this strategy:

- Each Friday, pull ten new Ads from the automatic emails you received
- Using this method that's 40 targeted Biz Dev Calls each week
- Forty calls/week x 13 weeks in a Quarter = 520 EXTREMELY TARGETED calls a quarter.
- Have just a 3% success rate – that's 15 new Job Orders/Quarter
- National Fill rate is 31% - that's 5 placements/Quarter
- 5 placements x \$18,260 = \$91,300/Quarter x 4 = **\$365,200/year**

How would your math differ, knowing what you know about your industry?



Last but not least, block out an hour first thing in the morning to make your Open Position calls. Why?

- You always know exactly how you're going to start your day
- By doing it every day – you are going to get good at it
- You will build credibility over time

STEP 2: MAKE SURE YOU UNDERSTAND THE PRECISE QUALIFICATIONS YOUR CLIENTS WANT FROM A PROSPECTIVE HIRE

Next, it's time to impress! After you win the search and complete the intake call with your new client, follow up with a role-play session for the next day. Review Greg's script below. What would you modify to fit your unique style and approach?

"Thank you, that's all the information I need to get this process started. In the first step of the process, we will start tonight. So I need to ask you: Do you have 10 minutes free in your schedule tomorrow? It won't take more than 10 minutes. Tonight, I will prepare your story to share with you tomorrow. I'll go through all my notes and do some homework. Then tomorrow, I want to pitch this position back to you as if you were the candidate. That way, you can hear exactly how I intend to represent your company to candidates. If there is anything we need to amend, edit, correct, or fix, you get a chance to do that before I start making calls."

Next, put together an attraction-based recruiting script for your role-play session, call your new client, and deliver your script! Additionally, reconfirm by putting together a list of the top six hard-skills that are the most critical skills and experiences needed in a qualified candidate:

- Using a current search, list your top six hard skills:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



- Get confirmation from the client that your top six are accurate
- Additionally, confirm the compensation range with the client for the position
- Close on all the above information with the client – set the stage!

STEP 3: FIND THOSE CANDIDATES, AND PROVE YOU FOUND WHAT THEY ASKED YOU TO FIND

Lastly, Greg insists that you continue to wow the client by creating an executive summary as a part of your submittal process.

An executive summary contains the same three bullet points:

- Compensation
- Matching grid – including your 6 points – with bullet points
- Motivation (and availability)

With Greg's points above – take a current search that you are working on and ready to submit candidates to your client – map out the outline of your Executive Summary:

Greg's parting gift to you! To start creating a reliable sequence for your Help Wanted/ Open Position strategy, below are four voicemail scripts you can implement when you begin making your new business development calls. Feel free to modify to fit your style and approach. Next, create email follow-ups for each voicemail below– including email after the first, second, third, and fourth attempts. Use your voicemails from below for inspiration!

FIRST VOICEMAIL ATTEMPT:

"NAME, this is YOUR NAME, and I'm the YOUR TITLE with YOUR COMPANY NAME, we are a search firm that specialized in the NAME YOUR SPECIALTY and I understand your currently looking for a NAME THE POSITION YOU IDENTIFIED. This is the type of position we have a long history of placing successfully but this voicemail is not the place for that discussion. If you would give me a call at YOUR PHONE NUMBER. I'd be glad to discuss why I think partnering on this search would be beneficial to you. Thank you, and I look forward to talking with you."



SECOND VOICEMAIL ATTEMPT:

"NAME, this is YOUR NAME. I left you a message early this week – trying to speak with you regarding the NAME THE POSITION YOU IDENTIFIED that you have an opening for. I want to discuss why I think partnering with this search would be beneficial to you. If you would give me a call at YOUR NUMBER, I'll look forward to speaking with you. Thank you."

30-DAY FOLLOW UP ATTEMPT:

"NAME, this is YOUR NAME, YOUR TITLE with YOUR COMPANY NAME calling you back. I had left you a couple of voicemails about a month ago trying to speak with you regarding the NAME THE POSITION YOU IDENTIFIED need you had at that time. I just wanted to circle back and see if you were having any issues attracting qualified candidates for that role. This is the type of position we have a long history of placing successfully. As a matter of fact, we have INSERT A CREDIBILITY STATEMENT HERE. If you are having any issues finding the right person for this role. I'd be glad to discuss why I think partnering on this search would benefit you. My direct line is YOUR NUMBER. Thank you, and I look forward to talking with you."

60-DAY FOLLOW UP ATTEMPT:

"NAME, this is YOUR NAME, YOUR TITLE with YOUR COMPANY NAME calling you back. I had left you several voicemails over the last couple of months, trying to speak with you regarding the NAME THE POSITION YOU IDENTIFIED need you had at that time. I just wanted to circle back one last time and see if you already filled that position – if not, and you are having issues attracting qualified candidates for that role. This is the type of position we have a long history of placing successfully. As a matter of fact, we have INSERT A CREDIBILITY STATEMENT HERE, so if you are having any issues finding the right person for this role. I'd be glad to discuss why I think partnering on this search would be beneficial to you. If I don't hear from you, I'll assume you have the position under control, and hopefully, we will talk in the future. If you'd like, you can reach me at YOUR NUMBER. Thank you, and I look forward to talking with you."