



NLE Quick Tip: Time to Re-Think Growing Through HR

**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 NLE Quick Tip, Greg shares his insights to remind you to include HR in your business development marketing plans – plus he includes an approach and call plan to help you find success.

Meeting: "Time to Re-Think Growing Through HR" by Greg Doersching

(Facilitator): To complement this Quick Tip, review Greg's training episode in NLE TV under Marketing, *Shrink Your World, Grow Your Placements*. In that presentation, Greg breaks down the Open Position strategy in greater detail. This Quick Tip focuses on how to incorporate the HR PERSON into the strategy. As a quick reminder, Greg shares three times for a recruiter to be talking to someone with an open position:

1. **When the position is less than ten days old** – won't get a lot of orders but can set yourself up as the expert
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
3. **When the position is 60 days old** – companies who thought they had solved their problems suddenly realize they were wrong

Greg shares the reality that Hiring Managers aren't always our only access point into new business. Increase your odds by adding HR into the mix! As explained, this is done by taking 10 Help Wanted ads. Instead, cut that in half by picking only five. Find five job ads, and identify each one:

1. Hiring manager
2. Highest-ranking HR person (at that location)

Now, slightly tweak the pattern previously discussed in *Shrink Your World, Grow Your Placements*:

1. On Friday, pick 5-10 new "Help Wanted/Open Position" ads you want to pursue the following week.
2. Copy and paste a portion of the first add into a Word document, along with the Hiring Manager's name and phone number and the name and number of the HR person you want to contact.
3. Repeat step 2 for each ad (using the same Word document).
4. Once you've gathered all information for your ads, put next Monday's date at the top and print.



Next, review the sequence for weekly calls, emails, and Inmails for both the Hiring Manager and HR Person.

Week 1: Open door #1 and call, email/Inmail the HIRING MANAGER

Day 1 – Monday – Call the **HIRING MANAGER** for the newly posted open position

Day 4 – Thursday – Call back the **HIRING MANAGER** if they don't respond from Monday's Call

Day 5 – Friday – Email/Inmail the **HIRING MANAGER** a follow up

Week 2: Open door #2 and call, email/Inmail the HR PERSON for the HIRING MANAGER

Day 8 – Monday – Call the **HR PERSON** for the positions from last weeks positions

Day 11 – Thursday – Call back the **HR PERSON** if they didn't respond from Monday's Calls

Day 12 – Friday – Email/Inmail the **HR PERSON** a follow-up

Week 3: Start combining communication to both the HR PERSON and HIRING MANAGER

Day 19 – Friday – Email/Inmail both **HIRING MANAGER** and **HR PERSON**

Week 4 – 7: Continue to combine communication to both the HR PERSON and HIRING MANAGER

Day 30 – Tuesday – Call the **HIRING MANAGER** and **HR PERSON** for a Progress Check

Day 33 – Friday – Email/Inmail the **HIRING MANAGER** and **HR PERSON**

Day 45 – Friday – Email/Inmail the **HIRING MANAGER** and **HR PERSON**

Day 64 – Wednesday – Call the **HIRING MANAGER** and **HR PERSON** for a Progress Check

Day 66 – Friday – Email/Inmail the **HIRING MANAGER** and **HR PERSON**

Day 77 – Friday – Email/Inmail the **HIRING MANAGER** and **HR PERSON** – Final email

(Facilitator): To stay consistent, Greg insists that you are intentional with how you structure the execution of these calls throughout the week. Review the below-suggested plan. What changes or modifications will you make to your daily schedule to accommodate this sequence?

Suggested Call Plan & Times:

Mon: 8:30–9:00 am - Day 1 – Call the **HIRING MANAGER** for the 5 positions pulled Friday

Mon: 9:00–9:30 am - Day 8 – Call the **HR PERSON** for the 5 NEW positions from last week



Tue: 8:30–9:00 am – Day 30 – Call the **HIRING MANAGER** on 30-day old jobs

Tue: 9:00–9:30 am – Day 30 – Call the **HR Person** on 30-day old jobs

Wed: 8:30–9:00 am - Day 64 – Call the **HIRING MANAGER** on 60-day old jobs

Wed: 9:00–9:30 am - Day 64 – Call the **HR Person** on 60-day old jobs

Thur: 8:30–9:00 am – Day 4 - Callback the **HIRING MANAGER** you tried to reach on Monday

Thur: 9:00–9:30 am- Day 11 – Callback the **HR PERSON** you tried to reach on Monday

Fri: 8:30 am – Until your done – SEND FOLLOW UP EMAILS:

Notes: _____

(Facilitator): With the sequence established, it's time to prepare your communication for the HR PERSON. The message may be very similar to what you are saying or leaving for the HIRING MANAGER. Once scripts are created – they should be recyclable for other companies and HR contacts, you are attempting to connect with through the Help Wanted/ Open Position Strategy. Review the below voicemails and email/Inmail examples and make the necessary modifications to fit your industry and style:

VOICEMAIL EXAMPLE (HR PERSON) WEEK TWO:

"NAME, this is YOUR NAME, Executive Recruiter with INSERT FIRM, regarding the TITLE OF POSITION your team has open. I want to schedule a time to talk with you about the people we have available for this role that we have identified through a similar search we have completed in the market. If you would give me a call at YOUR NUMBER, I'll look forward to talking with you. "

VOICEMAIL MODIFICATIONS (HR PERSON) WEEK TWO:



EMAIL/INMAIL EXAMPLE (HR PERSON) WEEK TWO:

SUBJECT LINE: Title of the Position in the Ad

NAME,

I have been trying to contact you regarding your team's need for a **TITLE OF THE POSITION**. I've left a couple of voicemails this week regarding this, but I wanted to follow up one more time.

As I'm sure you know, **FIRM** is the leader in **INDUSTRY** recruiting:

- Our average recruiting cycle (from assignment to accepted offer) is less than 45 days
- Benefit statement #2
- Benefit statement #3
- Benefit statement #4

If you like - I can also offer you these references:

NAME	NAME	NAME
VP of HR - North America	Dir of Recruiting	Dir of HR
COMPANY	COMPANY	COMPANY
xxx-xxx-xxxx	xxx-xxx-xxxx	xxx-xxx-xxxx

NAME, I would welcome an opportunity to talk at your convenience. To make this as easy as possible, below is a link to my availability over the next week. Please choose whatever time works best with your schedule. I look forward to connecting.

[Insert availability link here](#)

Best,

EMAIL/INMAIL MODIFICATIONS (HR PERSON) WEEK TWO:



(Facilitator): To close out week two's sequence, you must be prepared for if the HR PERSON answers the phone! Script out what you would say if you connected with HR. Use the below outline to structure your live script:

Concise Introduction:

Clear Purpose:

Compelling Connect:

Call to Action:

(Facilitator): If the HR PERSON is not actively open to partnering with you at that time on their open need, what are some of the benefits and value of them keeping in touch with a recruiter such as you? What questions could you ask to establish where you may bring value in future interactions?



(Facilitator): Don't stop there! Now that you have your communication sequence created for week two continue to develop your voicemails and email/Inmails for Day 19 – 77. Remember, we are focusing on the HR contact. There may be some slight changes from the script that you would use for the Hiring Manager:

Scripts for HR PERSON:

- Day 19 – EMAIL/INMAIL
- Day 30 – "PROGRESS CHECK" VOICEMAIL/ LIVE SCRIPT
- Day 45 – EMAIL/INMAIL
- Day 64 – "PROGRESS CHECK" VOICEMAIL/ LIVE SCRIPT
- Day 66 – EMAIL/INMAIL
- Day 77 – FINAL EMAIL/INMAIL