



## A Time for Exploding Growth

***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 one of the top presenters for each conference, and on top of that, he still runs a desk!

In this presentation, Greg shares how to leverage a sales development representative (SDR) to grow your firm exponentially.

### **Meeting: "A Time for Exploding Growth" 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. Review the below to fill in the gaps.**

**(Facilitator):** As Greg said, a Sales Development Representative can give you the horsepower to do so much more! Nevertheless, not all of us can hire a new team member to perform the duties of an SDR. Whether you are a full desk recruiter or a producer on a team – you can apply the responsibilities and strategies of this role to your desk. So let's dive in!

Focus on the fundamentals, and that starts with becoming a master of storytelling! Rework a current search and create a new recruiting story using the four chapters Greg addressed in the video:

**Introduction:** \_\_\_\_\_

\_\_\_\_\_

**1. Company Sizzle:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



2. **Features & Benefits:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. **The role they will play:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. **Community/Location Information:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Closing Question:** \_\_\_\_\_  
\_\_\_\_\_

**(Facilitator):** Next, we need the right people to call! Greg drives home the importance of having the correct information for the target candidates you need to be calling. With that same search above, build a list of 50 "on point" candidates to call to recruit. If already using [www.hunter.io](http://www.hunter.io) and [www.truepeoplesearch.com](http://www.truepeoplesearch.com) what additional tools could you utilize to perfect your list of fifty (50)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**TIP:** For a list to be complete, make sure you include titles, phone numbers (mobile and work)!



**(Facilitator):** Next, review your business development practices. Greg broke down three main strategies for client development that the SDR can do. However, if you want to apply these strategies to your business development efforts, you absolutely can! If anything, knowing that there could be an SDR appointment setting for you might force you to acknowledge there might be areas for improvement in your current marketing efforts.

If not familiar with the Open Position strategy, watch "*Shrink Your World, Grow Your Placements*" by Greg Doersching, found in NLE TV. This strategy gives you a steady stream of warm calls to make versus insistent cold calling. It also challenges those making client development calls to map out their industry and think through the information they truly need before picking up the phone!

### **OPEN POSITION STRATEGY GUIDE**

#### **SPECIFIC JOB TITLES TO TARGET**


#### **SPECIFIC INDUSTRY BOOLEAN STRING TO USE**

#### **TARGETED GEOGRAPHY**

#### **PLACEMENTS MADE NAME DROPPING**




**BEST CLIENTS NAME DROPPING**


**FACTS THAT SELL**

--

**(Facilitator):** Another strategy is targeting accompany based on their profile through a targeted client list that you create. When you start to think about putting together the targeted list, four major components need to be combined to conclude whether a specific company should make your list or not: geography, company size, technical profile, and points of contact, when profiling by client size think of companies in big, medium and small categories and make sure that you have representation in all size categories versus only focusing on medium-sized companies as an example.

Next, target actual decision-makers by choosing someone at the TOP (CEO/CFO, etc.), a senior HR person, and a VP over the "bread and butter" searches where you have the most success in placing. Use the guide below to start mapping your targeted prospect list:

**TARGET PROSPECT LIST GUIDE**

**DEFINING COMPANY SIZES**

**BIG COMPANY**

Employee Range	Sales Range

**MEDIUM COMPANY**

Employee Range	Sales Range

**SMALL COMPANY**

Employee Range	Sales Range



**SPECIFIC INDUSTRY BOOLEAN STRING TO USE**

**TARGETED GEOGRAPHY**

**3 TARGETED CONTACTS**


**THE RATIOS FOR THE LIST**

<b>Total Companies on the list</b>	
<b>Big Companies</b>	
<b>Medium Companies</b>	
<b>Small Companies</b>	

In closing, like shared earlier, we all won't be in a position to hire an SDR, but don't let that stop you from taking a step back and realizing where you could improve your business development efforts!