



Re-Release: Recruiting Passive A-Players

Presenter: Jordan Rayboy – Founder, Rayboy Insider Search

Jordan Rayboy is President and CEO of Rayboy Insider Search and leads the top information storage-focused executive firm in the country. The Rayboy IS team has helped clients hire hundreds and hundreds of sales, engineering, and management professionals. Jordan is a frequent speaker at recruiting industry events and associations, at both state and national levels, with a goal of helping to elevate the level of the recruitment industry. He's a consistent top recruiter biller in the industry and is well-known not only for being an innovative recruiter but also for creating a highly effective and fast-paced remote office team.

In this NLE TV re-release, you'll learn Jordan's keys to Recruiting the Passive A-players your clients want to hire – the rock stars of your respective industry. We know that one of the biggest challenges with candidates is finding quality ones. Jordan will show you how this is a good problem to have! Hang on. It will be a fast-paced Jordan video with tips, tricks, and scripts!

Meeting: "Recruiting Passive A-Players Your Clients Want to Hire" by Jordan Rayboy

If you are reviewing this episode with a team, watch the entire 35-minute segment. Upon completion, ask for their key takeaways and insights that they pulled from the episode. Review the below to fill in the gaps.

TAKEAWAYS FROM THIS SESSION:

Step 1 - The Sizzle: Think about how you take a search assignment; how much time do you spend on the sizzle? Review Jordan's script below and the list of questions to follow – how can you improve your current best practices to get a more robust sizzle from clients?

Jordan's script: *"So, Mr. Hiring Manager, you've given me a lot of great ammunition to work with. Let me ask you, when we get an A-player on the phone from one of your direct competitors that is currently employed, doing well, and not looking for a job at the point we call them, what story can we tell them about what is unique or exciting about your company and this role that is going to get them interested in having an exploratory conversation with you?"*

Additional questions:

- That's awesome – what else?
- If the candidate hired turns out to be a superior performer, what is the next step up for this individual? Where can he/she be in 3 years - in 5 years?
- Share with me a success story of someone in your organization in a similar role.
- What brought you there? What keeps you there?
- What advantage does a person working for your company enjoy over the competition? How does your company differentiate itself?



- What in-house resources do you have that give people a competitive advantage?
- What three or four additional selling points we haven't yet covered will make them want to join your company? Three/four additional selling points that will make them want this position?

Step 2 – The Email: Depending on your niche and candidate pool, you may or may not decide to send a mass email before picking up the phone and calling candidates. Whether your first step is a phone call or an email, Jordan's message is clear – you must **sell first** and screen using the job description second. Jordan's email below can double as a recruiting presentation; look at the bold parts below and then take out your current recruiting script. Bold or highlight the parts of your script that sell an opportunity beyond what a candidate currently does. How much bold do you have? How can you add more?

Subject: *Pre-IPO Storage Mkt Leader Aggressively Expanding - Hiring Sales Directors in NY - RayboylS*

I work on a team with Jordan Rayboy, and I'm the Director of Research for Rayboy Insider Search. Our firm specializes in Sales, Marketing, Engineering and Executive Leadership talent in the storage, software, and infrastructure marketplace. We're currently partnering with a **Pre-IPO leader in the high-growth software-defined storage market**. Their **award-winning software-only solution (both Best of VMWorld and Best of Citrix Synergy)** delivers better performance than the fastest all-flash array at half the cost of traditional SAN. **Their software can also be used to create a hyper-converged architecture using a customer's existing hardware**, as opposed to buying an expensive new system from the likes of Nutanix. These and other key differentiators have resulted in them landing **over 800 customers globally** so far, including **7-figure deals with many of the biggest names in Banking (JPMC, BofA, UBS, AIG, AMEX) and Retail (Walmart, Walgreens, Victoria's Secret, Avis)**. Many of their competitors have a mid-market play that they are trying to bring upstream. **Our client already controls the top of the pyramid** and is in production with many of the largest enterprises worldwide.

Our client currently has about 20 people in the North American sales/pre-sales team, and **will be growing that headcount by 50% in 2015**. One of their top priorities right now is to **bring on Strong Area Sales Directors in major markets throughout the US, including several in NY for named financial accounts (their strongest vertical) and NJ/New England general territories**. They will be establishing an office in NY sometime soon, which will be their east coast base of operations. Until then, these Directors will be home-based. These sales leaders will lead the charge in **building their region like it's their own business, with a longer-term opportunity to potentially build a team as they continue to scale**. They had 3 Sales Directors earn over \$500k last year, reflecting the aggressive accelerated comp plan on offer that has no cap on earnings. **Unlike many other VC-backed startups, this firm still has a very low number of outstanding shares, so folks coming in today still have the opportunity for a life-changing event if/when the company has an exit**. If you like the **energy and excitement of being at an early stage company, and are passionate about selling truly differentiated storage/virtualization solutions that have been proven with the largest enterprises in the world**, this could be a great fit for you!



Our client is urgent and looking to interview and hire **YESTERDAY**. We specifically thought of you being uniquely qualified for such a role and that it could be just the career advancement opportunity you've been waiting for. Often times, the biggest steps forward in your career present themselves when you are not actively looking. Even if you are currently happy and not considering a change at this time, this opportunity is worth a few minutes to hear more about. If not for yourself, one of your fortunate colleagues might be grateful that you passed it along. Let us know the best time/number to contact you to discuss this further, and our recruiters will reach out to you directly.

Step 3 – The Phone Call: Even after over a decade in search and millions in personal production, Jordan still has a script he and his recruiters follow for every call. Review the structure of the call below and highlight sections, statements, or dialogue that you would like to incorporate into your scripts following the training session today:

INTRODUCTION: Hi, _____? (wait for yes)

Jordan with Rayboy Insider Search is an executive search firm specializing in the storage and infrastructure market. Did I catch you at a bad time?

I'm currently working with a Pre-IPO storage market leader hiring numerous Sales Directors in NY (company/opportunity grabber/sizzle). Are you open to hearing about opportunities at this point?

Great, since it's been a bit since you've spoken with someone from our office. I would like to understand a little more about your background so I know where you are at in your career, what's a step up for you, and most importantly, what you would be interested in pursuing in the future, so I don't waste your time. What's your title there?

OPTIONS FOR NO/HAPPY:

If I had an opportunity substantially better than your current situation, would you want to hear about it?

Would you see value in being kept abreast of opportunities that were substantially better than your current situation?

Do you plan on retiring there? If not, you will make a move at some point. If you just stay at that one company, you become un-marketable because you've only been successful in one culture. In 5 years, my clients wouldn't want to hire you. Unless you plan to retire there, you should keep your options open.

Well, you never know when things may change - like when VERITAS got bought by Symantec, or Sun got bought by Oracle. Your manager may leave. You never know what is going to happen, especially in our industry. It can't hurt to listen, right?

IF ASK ABOUT THE OPPORTUNITY:

I'm calling you because your background is good. Based on your background, we place many people who look like you. We'd like to know what your key drivers are. We don't want to tell you we have the greatest search since sliced bread if we don't know whether you like to eat bread.



We are currently working on several opportunities in addition to these, from individual contributors up to VP level. Rather than bombard you with a bunch of opportunities, you're not going to be interested in, what I would like to do is understand a little more about your background, so I know where you are at in your career, what's a step up for you, and most importantly, what you would be interested in pursuing in the future so I don't waste your time.

CONDENSED CDS: So, last time we spoke w/ you, you were a (title) at (company). Are you still there? How long have you been there at this point?

What are your main responsibilities day to day as a (title)?

What accounts have you been focused on (or) what accounts have you been successful selling to?

Do you support the whole product line or a specific solution set?

So I know what's going to be a step up for you; where are you at compensation-wise, in terms of base salary and total target at plan?

Is there anything going on at (company) that might make you want to keep your eyes open, or look elsewhere? Anything you'd like to see change?

And just before (present company), where were you again? And how long were you there?

So where do you see yourself going next step in your career? What types of opportunities would you be most interested in hearing about?

CLOSING: I appreciate your taking the time to share your background. Have you already sent us your updated resume? Here's my email- [\(name\)@rayboyis.com](mailto:(name)@rayboyis.com). How soon can you get that over to me? Please send that to me ASAP just so I have some additional information on your background.

So you sound like you'd be a great fit for this role. The company we are working with is (company). Are you familiar with them? If so, what are your thoughts on them?

Have you ever spoken with anyone over there or interviewed with them? If so, how long ago? Who'd you talk to? How'd it go/leave off?

Ever talk to any other recruiters about opportunities there? Have you ever sent them your resume? If so, how long ago?

So the company is doing outstanding MOVE TO YOUR SIZZLE RECRUITING PRESENTATION. Does that sound like something you'd like to potentially take a look at? (If not, get details on where this opportunity is missing the mark, so we don't waste their time in the future)

I'm going to have my partner Jordan Rayboy follow up with you. He manages the relationship with the decision makers over at (company), and he can give you every detail and discuss getting you hooked up with them. Just so I have it, what is your availability this week and next week to potentially speak with or meet with them? (get gaps of time on each day they say they are available)



(If on the fence about talking to the client / team lead): It can't hurt to have an exploratory dialogue with this manager / senior recruiter - worst case that happens is you develop a relationship that you might be able to leverage in the future, or even just learn a bit more about one of the top companies in the marketplace. Best case, you may discover this opportunity could be a great step up in your career. I will set their expectation appropriately: you are happy, not looking, but open to an exploratory dialogue.

Great catching up with you _____, and I'll have Jordan give you a call to get the ball rolling! Have a great day!

Bonus Step – The Referral: If you don't ask for them, you won't receive them! Do you ask for referrals on every call? If not, modify what Jordan has shared below and make a habit of driving the conversation in the direction you choose it to go:

You know how I work by getting to know who you are and what you are looking for and matching searches against that. Based on the way I work, are there a couple of people in the industry you know that I can talk to? Do you have their contact info you can share?

Additional scripts from Jordan:

Voicemail to follow up on a mass email response:

Hi, _____, Jordan with Rayboy Insider Search. (number) I'm following up to your email exchange with my partner Christina Martin. We have several _____ opportunities we are working on in the _____ market you look like a great fit for. I'd like to discuss these with you as soon as possible, so please call me. Again, Jordan with Rayboy Insider Search. (number).- Look forward to speaking with you soon.

Cold Call Voicemail

Hi, _____, (name) with Rayboy Insider Search. (number). We are an executive search firm specializing in the storage & infrastructure market. I work on a team with Jordan Rayboy who suggested I give you a call. I'm currently working on (GRABBER). I'd like to discuss this with you as soon as possible to see if it's something you or anyone you know might be interested in taking a look at. Again, (name) w/ Rayboy Insider Search. (number).- Look forward to speaking with you soon.