



## NLE Quick Tip: MPC Marketing Reengineered

**Presenter: Greg Doersching, President of Next Level Coaching  
& Managing Partner of Next Level Exchange**

MPC and STAR marketing have been long-standing business development approaches in recruiting. Greg proposes reengineering this proven practice including understanding the key differences between MPC and STAR candidates and strategies to connect and conduct discovery conversations with them. Additionally, Greg provides examples of updated email and voicemail messaging aimed at taking these candidates to your market.

### Meeting: "MPC Marketing Reengineered" 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.**

**(Facilitator):** With changes in the candidate landscape, we need to start distinguishing between the type of candidate and the strategy we will employ to take a specific person "to market."

The two types of candidates that we take "to market" are the MPC and the STAR. Define each type of candidate and give two examples specific to your industry.

Define an MPC candidate: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Give two examples of an MPC candidate specific to your industry or niche. (title and experience)

1. \_\_\_\_\_
2. \_\_\_\_\_

What type of outreach strategy makes sense for the MPC candidates? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Define the STAR candidate: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Give two examples of a STAR candidate specific to your industry or niche. (title and experience)

1. \_\_\_\_\_
2. \_\_\_\_\_

What type of outreach strategy makes sense for the STAR candidates? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How do you identify a STAR candidate? This should be your thought process. List the **MUST-HAVES**.

For example, they must have:

- Marketable skills (Java developer, electrical engineer)
- Realistic compensation expectations
- Clearly defined location requirements
- A realistic timeframe for interviews/start dates

Plus, at least 2 of these:

- Promoted at least once internally
- Received a Blue-chip education
- Worked for at least two different companies

Plus 1 of these:

- Has checkable references
- In-hand letters of recommendation



**(Facilitator):** On occasion, you will talk with candidates that have the potential to become an MPC. Turning a candidate into an MPC follows a simple outline.

**Talking Point (Example: "You may be happy, but I can offer you happier.")**

List at least three other talking points you can utilize to get the conversation going.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Discovery** You will want to discuss location, role, strengths, types of companies, and compensation. You will need to come up with questions for each one of these categories to understand a candidate's situation. Write a question that you can ask for each category.

**Location:** \_\_\_\_\_

**Role:** \_\_\_\_\_

**Strengths or unique skills:** \_\_\_\_\_

**Types of companies:** \_\_\_\_\_

**Compensation:** \_\_\_\_\_

**(Facilitator):** Now, you must evaluate the information you gathered to determine if you should offer them the MPC service.

**The Spin** - Let's assume you are moving forward with presenting this candidate as an MPC—script out what you will say to explain this approach. Be sure to include benefit statements that help the candidate see "what's in it for them."

---

---

---

---

---

---

---

---



**The Plan** - Your candidate has agreed to proceed with the MPC approach. Write a script explaining to your candidate the next steps in the process. Be sure to reassure them that you will make very confidential calls and explain the concept of the "blinded resume."

---

---

---

---

---

---

**(Facilitator)** When you have the "everyone needs one" MPC, there is a strategy for communicating with clients who may be interested. Your goal would be to email 20-25 potential target companies utilizing a 2-email pattern. Subject lines are essential to increase the likelihood that your clients will open and read the email you have sent.

What two key components should your subject line include?

1. \_\_\_\_\_
2. \_\_\_\_\_

Write a sample message for email #1:

---

---

---

---

Write a sample message for email #2 (sent three days later):

---

---

---

---



**(Facilitator)** Occasionally you could have a candidate that falls into the "I'm a Unique Individual" category. In this instance, we use a Call First approach. We are doing this because we are trying to maximize the effect of making the person you call feel ultra-lucky to be getting notified about this person.

The pattern would be Call #1, Call #2, Group email #1, Group email #2. Call #1 should explain why you are calling and include some "hook" to pique the client's interest. Call #2 should reference the first voicemail and remind the client of "what's in it for them" to converse with you—script out your two voicemails for this scenario:

**1<sup>st</sup> Attempt:** \_\_\_\_\_

---

---

**2<sup>nd</sup> Attempt:** \_\_\_\_\_

---

---

**(Facilitator)** You can follow up with Group emails if you have not reached your client after two call attempts. Remember that the strategy behind Cc'ing other organization members is to create a little peer pressure for the hiring manager to respond. **For example:** send your email to the likely hiring manager but CC the President/CEO and/or HR.

**Group Email #1:** Craft a sample email message here:

---

---

---

---

**Group Email #2:** Craft a sample email message here:

---

---

---

---

Your searches lead to finding MPCs, and MPCs lead to finding more searches!