



## NLE Quick Tip: Three-man Weave

**Presenter: Michael Pietrack, Executive Vice President, TMAC Direct**

Looking for a new marketing approach for positive results?

Consider the “Three-man Weave.”

Think back to high school basketball practice. Remember the drill, the Three-man Weave? Three players engage in the pass and follow a weaving pattern. Like those three players, there are three activities that you should do every week, weaving them together down the court as you try to score more searches. If you do this weaving drill, week in and week out, you will consistently get more searches while staying relevant and engaged in your market.

In this video, Michael Pietrack (who is also a sports coach) shares this proven practice drill that can help you win in your recruiting game.

### **Meeting: "Three-man Weave" by Michael Pietrack**

**If you are reviewing this Episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.**

**(Facilitator):** In this training, we will delve into the three critical components of this strategy: Job Postings, News Leads, and Touch Plans. By weaving these activities together, you will consistently get more searches while staying relevant and engaged in your market. Let us break down each player and learn how to execute them effectively.

#### **Player 1: Job Postings**

**Objective:** Match job openings to superstar candidates (MPC) and establish contact with hiring managers.

**Regularly Review Job Postings:** Like every successful recruiter, make it a habit to review job postings in your niche every week. List the top 3 job boards or websites you will use to review job postings:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Match these job openings with superstar candidates in your network or database. Differentiate yourself by presenting a candidate who stands out.



**Don't Forget Follow-Up:** Since new job postings may be limited, include a follow-up call or second touch to keep your candidate top of mind. Script out how you will open that follow-up call and emphasize how your candidate is unique and how they can benefit the hiring manager's team.

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**Player 2: News Leads**

**Objective:** Stay informed about industry news and proactively connect with key individuals within growing organizations.

**(Facilitator): Stay Informed:** Stay updated on news about companies in your market, especially events that indicate potential hiring. List 3 industry websites, newsletters, or articles that you will use to stay current on events in your industry:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

What platform should you use as your primary platform for outreach?

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**Leverage Your Network:** If you already know someone at the company, it's a significant advantage. Reach out to them for insights and connections.

**Market Insider Approach:** Even if you don't have connections, reach out with a relevant message based on timely news. Show that you're a market insider.

**Long-Term Branding:** LinkedIn connections may not lead to immediate business, but they establish your presence and make future outreach smoother.



### **Player 3: Touch Plan**

**Objective:** Maintain a comprehensive touch plan with hiring managers in your niche, including past, present, and prospective clients.

**(Facilitator):** Build your touch plan by creating a list of hiring managers in your niche, including past, present, and prospective new clients.

Use a variety of outreach methods. List at least five outreach methods you could use in your touch plan.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**Job Opportunities:** Whenever possible, share job opportunities with your prospective clients.

**Leverage Your Network:** Your existing candidates can be a valuable resource for job opportunities. Use them to initiate conversations with prospective clients.

**Frequency Matters:** Determine how frequently to contact individuals based on the size and makeup of your touch plan list.

**(Facilitator)** Consistency is Key! Commit to regularly performing the activities associated with Job Postings, News Leads, and Touch Plans. Stay relevant by continuously monitoring and reacting to changes in your market. Use your network connections to your advantage, whether through candidates or existing clients. The results may not be immediate, but the cumulative effect of this approach will be powerful.

By mastering the Three-Man Weave approach and effectively executing the three players – Job Postings, News Leads, and Touch Plans – you will set yourself up for success as a recruiter. When consistently applied, this method will yield more searches and establish your presence as a valuable player in your market. Remember, success comes with commitment and a well-executed game plan. Good luck!