

MAKING 2023 YOUR BEST YEAR EVER!

*4 Winnings Strategies for
Boosting Your Production*



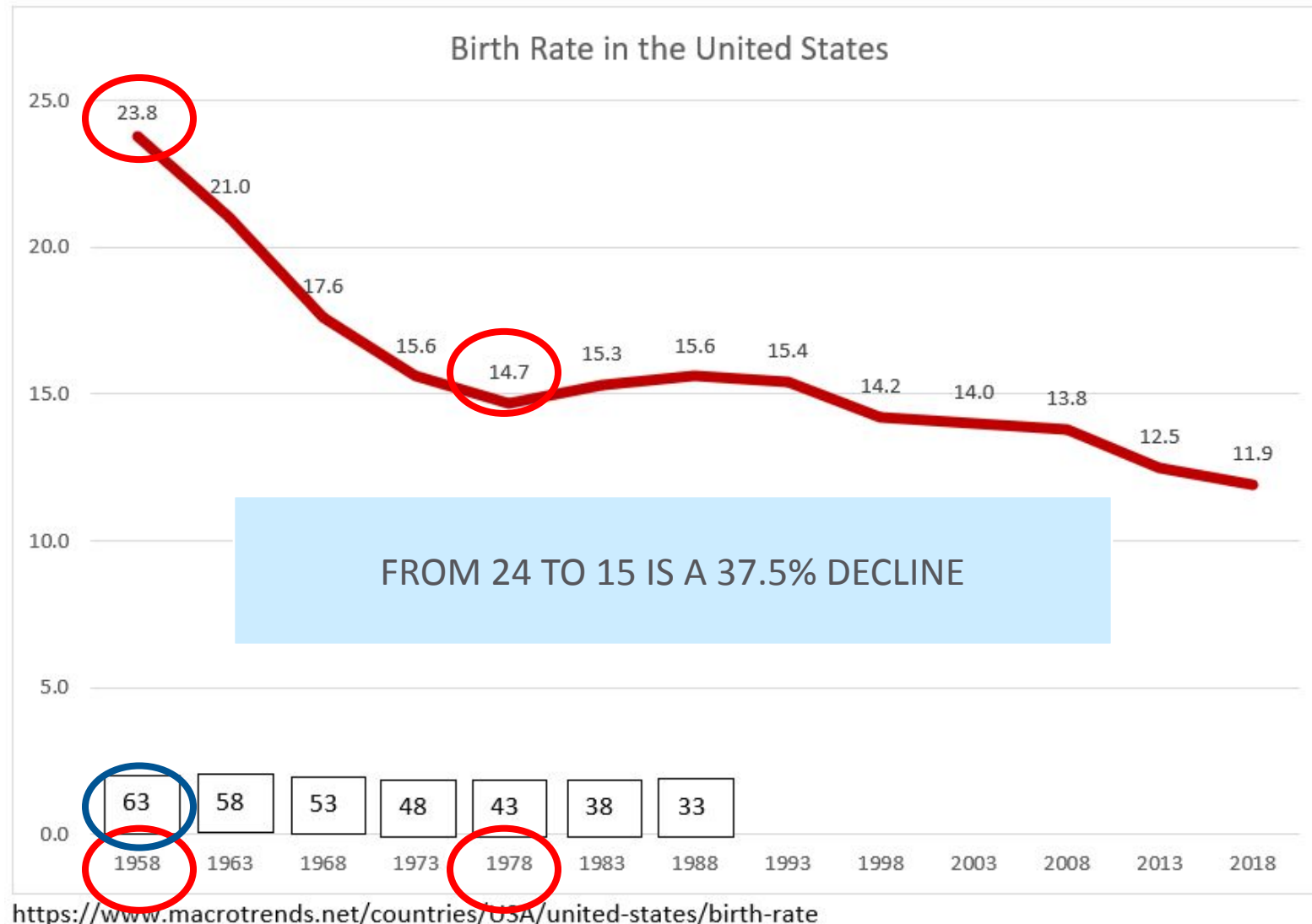
Greg Doersching



“

Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.”

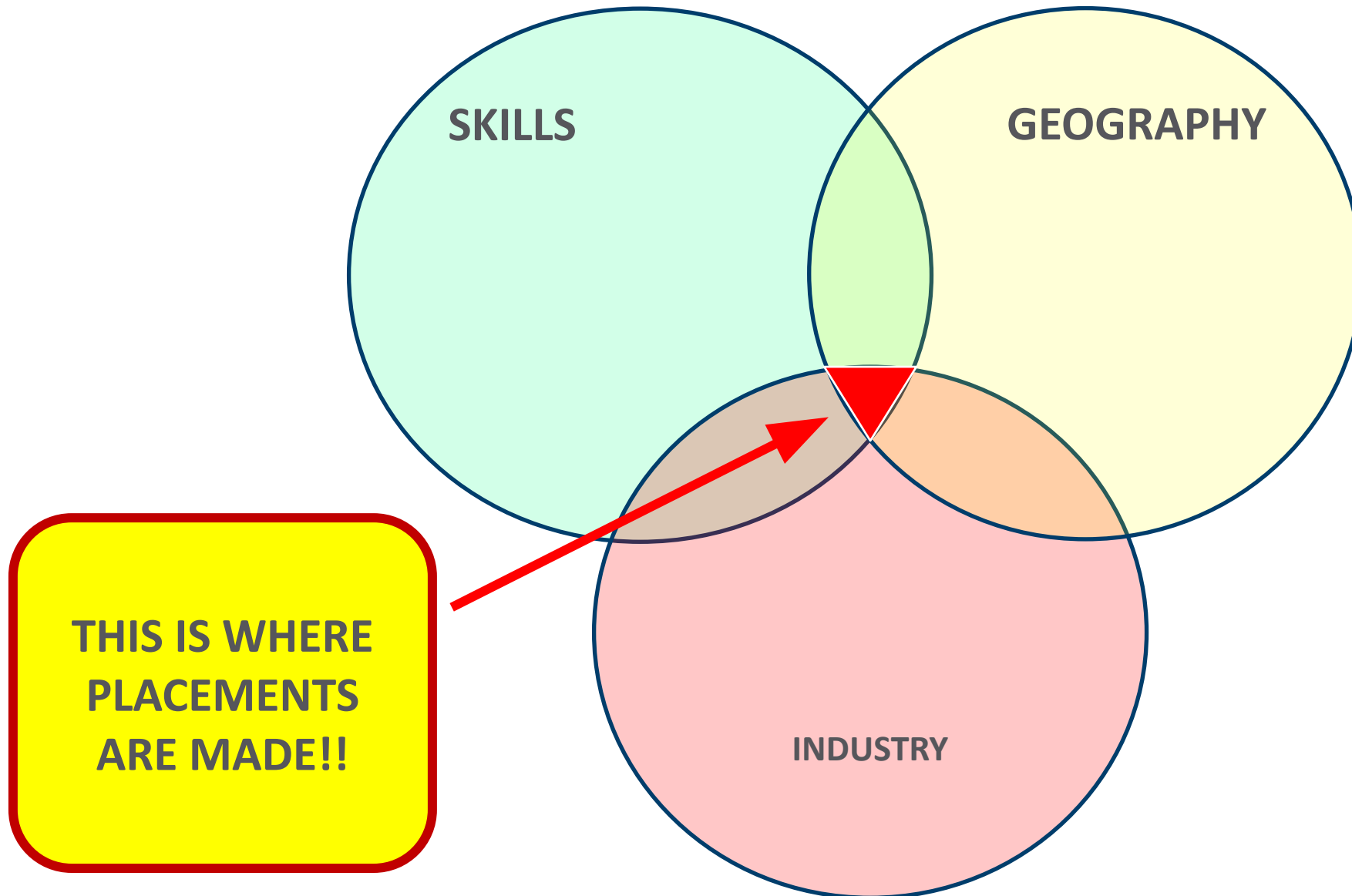
Paul J. Meyer





WITH DRASTIC CHANGE IN THE MARKETPLACE, TIME TO RETHINK YOUR ROLE AS A RECRUITER:

- Think more about “placing a candidate” vs “filling a job”
- Further develop your understanding of what having a “niche” means
- Think of yourself much more as a “talent agent” than a “recruiter”





THINK
BIG

FOCUS YOUR ATTENTION ON TAKING CANDIDATES “TO MARKET”:

- YOU ALREADY KNOW WHICH TYPES OF CANDIDATES ARE GOING TO BE MOST IN DEMAND FOR YOUR NICHE
- YOU HAVE A DATABASE FULL OF UNHAPPY CANDIDATES THAT ARE LITERALLY “WALKING INVOICES” THAT YOU SIMPLY NEED TO REBUILD A RELATIONSHIP WITH
- IF YOU SHOW CLIENTS, YOU HAVE ACCESS TO TRUE “A” PLAYERS, THEY WILL ASK YOU TO GO FIND THEM OTHERS



TALKING POINT OUTLINE:

- You may be “happy,” but I can offer you “happier.”
- Your employer will NOT manage your career
- Beware “Title” only promotions
 - You’re a “senior” (insert title here)

I provide you with the following:

- *Always on the lookout for what you want*
- *I’m your professional friend-of-a-friend*
- ***More Valuable than Aaron Rodgers to NFL***

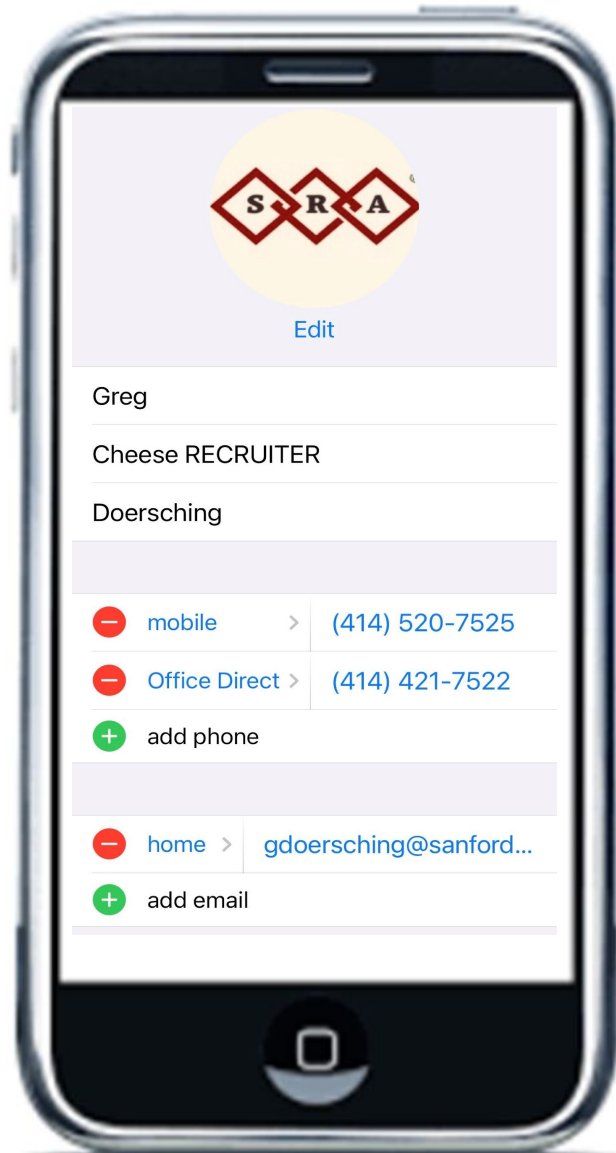


- *NAME, Based on what you shared, I have a different idea. We do something with a very select group of people each year where we reverse the Recruiting process. Instead of waiting for an opportunity to open that fits your background, we find companies that would want to create an opening for someone with your background.*
- *This program costs you ABSOLUTELY NOTHING – we never charge for this.*
- *What I'd like to do is simply find out more about the type of position you'd like to have next and then help you find that.*
- *Is this something you'd be interested in exploring?*



THE PLAN:

- *Name here's what I'd like to do next. I want to sit down and have my research team do some work on compiling a list of companies that fit the profile you sent me.*
- *When they are done, I will email the list to you, and you can go through it and amend it in any way you want.*
- *Once I have that agreed-upon list, I'll start making confidential calls to see who's interested.*
- *I will also put together the "blinded" profile that I would send to people when they say something like, "Sure, send me over their resume, and I'll have a look." I would never do that – so I'll show you exactly what we typically send, and you can tell me if you think it's "blind" enough for our purposes.*
- *And then we'll go from there – sound like a good place to start?*



“Don, I appreciate you helping me out like this. I want to stay in touch with you, especially if I ever encounter an opportunity that matches what you described. The number I just called - is this your personal cell phone, or is there a more private number for me to reach out to you at?”

“Yeah, my cell number is 414-852-8989”

“Great, I’m going to share my contact info with you right now – just save it in your contacts – if anything should ever happen that you want to talk with me, all you’ll have to do is search your contacts for the word RECRUITER, and I’ll pop up.”



A LOT OF PEOPLE ARE “HAPPY” - NOW IS THE TIME TO EXPLORE “HAPPIER”

USING IT AS A INMAIL MESSAGE

Dan-

I’m sure you hear from a lot of Recruiters these days, but I take a very different approach – you may be “happy” where you are, but this market offers an unprecedented opportunity to be “happier” and that’s what I want to discuss – what YOU want? What will make YOU happier?

I would like to talk about that – my number is XXX-XXX-XXXX

Subject Line: What will make you happier at work? - ARTICLE

UNPRECEDENTED OPPORTUNITY FOR YOU TO BE HAPPIER IN THE WORKPLACE

By Greg Doersching – Sanford Rose International

We are in unprecedented times here in the US when it comes to the employment landscape. I’m sure you’ve heard a lot of tales of people significantly increasing their compensation and quality of life by making a job change in the last 18 months. What people aren’t talking about as much as they should is the simple fact that almost every employee can custom build their next career move. Where you work? What you do? The type of company? The comp? All of these elements can be tailored to your specific wants and desires – you simply have to know how to make it happen. That’s where a good Recruiter comes in – today’s Recruiter should be much more of a Talent Agent than a Headhunter – they should be there to represent you and your interests. The same way Aaron Rogers or Matt Damen’s agent represent their interests.

If you have always thought, you were “happy” right where you're at – we can help you discover what “happier” can look like – and unlike Aaron's or Matt’s agent – this service costs you nothing.

Give me a call and let’s talk about your future

SOMEONE DEDICATED TO NOTHING BUT THE MPC CONCEPT

- Have someone dedicated to doing STAR campaigns on 3 people/week
- A true STAR to 15-20 companies that the candidate preapproves
- 3 MPC's x 45 weeks a year = 135 marketed candidates
- What will your success rate be??
 - 10% = 13 placements
 - @\$25,000 = \$325,000
 - @\$20,000 = \$260,000
 - @\$15,000 = \$195,000
 - 15% = 20 placements
 - @\$25,000 = \$500,000
 - @\$20,000 = \$400,000
 - @\$15,000 = \$300,000

THE SHIFT IN THE MARKET ALSO MEANS A SHIFT IN KPI's:

- FOCUS KPI's ON MARKET MASTERY AND PRODUCTION INDICATORS
 1. How many “Diamond” Candidates did you identify this week/month
 2. How many “Power Pool” Candidates got your contact info text this week
 3. How many NEW MPC/STAR's did you identify this week/month
 4. How many MPC/STAR Targeted Client Conversations did you have week/month
 5. How many MPC/STAR first interviews did you schedule this week/month
 6. How many new Search Assignments came from your MPC/STAR efforts

THE SHIFT TO A LONG-TERM CANDIDATE SHORT MARKET HAS AFFECTED OUR RESULTS IN WAYS A LOT OF RECRUITERS AREN'T LOOKING AT:

- MANY FIRMS ARE EXPERIENCING GREAT YEARS AND MANY ARE SETTING PERSONAL BESTS BUT WE NEED TO LOOK DEEPER INTO WHAT WE ARE EXPERIENCING
- IN 2019 THE AVERAGE CONTINGENCY FILL RATE WAS 32.4%
- IN 2022 (SO FAR) THE AVERAGE CONTINGENCY FILL RATE IS 21.7%
- THE AVERAGE DH FEE IN 2019 WAS \$20,187
- THE AVERAGE DH FEE IN 2022 (SO FAR) IS \$23, 551
- THE CANDIDATE SHORT MARKET IS EVEN AFFECTING MONEY-UP FRONT SEARCHES
 - 2019 RETAINED FILL RATE 71% OF SEARCHES WORKED
 - 2022 RETAINED FILL RATE 57% OF SEARCHES WORKED

LOOK AT THE MATH OF WHAT'S HAPPENING

- THE RECRUITER WHO BILLED **\$250,000 IN 2022** MADE ABOUT **11 PLACEMENTS**
- IF YOU WORK **CONTINGENT SEARCHES** THAT MEANS YOU HAD TO WORK AT **MINIMUM 49 SEARCHES** TO MAKE THOSE 11 PLACEMENTS (THAT MEANS A SEARCH WHERE YOU SUBMITTED AT LEAST 2 CANDIDATES FOR THAT SEARCH)
- ON AVERAGE WE SPEND ABOUT 45 HOURS PER SEARCH
 - GETTING THE JOB – 2HOURS
 - RESEARCH – 10 HOURS
 - RECRUITING – 20 HOURS
 - IN-DEPTH QUALIFYING/SUBMITTAL DOCS – 7 HOURS
 - INTERVIEW THRU OFFER WORK – 6 HOURS
- $\$250,000 \div 2,205 (49 \times 45) = \$113/\text{HOUR}$

LOOK AT THE MATH OF WHAT'S HAPPENING

- THE RECRUITER WHO BILLED **\$250,000 IN 2022** MADE ABOUT **11 PLACEMENTS**
- IF YOU WORK **UP-FRONT MONEY SEARCHES** THAT MEANS YOU HAD TO WORK AT **MINIMUM 20 SEARCHES** TO MAKE THOSE 11 PLACEMENTS (THAT MEANS A SEARCH WHERE YOU SUBMITTED AT LEAST 2 CANDIDATES FOR THAT SEARCH)
- ON AVERAGE WE SPEND ABOUT 45 HOURS PER SEARCH
 - GETTING THE JOB – 2HOURS
 - RESEARCH – 10 HOURS
 - RECRUITING – 20 HOURS
 - IN-DEPTH QUALIFYING/SUBMITTAL DOCS – 7 HOURS
 - INTERVIEW THRU OFFER WORK – 6 HOURS
- $\$250,000 \div 900 (20 \times 45) = \$277/\text{HOUR}$

THE BEST ADVICE I CAN GIVE FOR 2023 – STOP BEING CONTINGENT:

- ONLY OFFER CUSTOMERS (EVEN EXISTING CUSTOMERS) UP-FRONT \$\$ OPTIONS

THERE IS NO OTHER PROFESSIONAL
SERVICE OUT THERE THAT LETS A
CLIENT GET EVEN A PORTION OF
THEIR SERVICES FOR FREE!!

WHY DO WE??

THE NEW MARKET MEANS MORE ATTENTION TO CANDIDATE MANAGEMENT

- IF YOU WANT TO MINIMIZE CANDIDATE “GHOSTING” IT MEANS **YOU** HAVE TO STEP UP HOW YOU TREAT AND DEAL WITH CANDIDATES
- THINGS YOU ABSOLUTELY MUST DO:
 1. DEMONSTRATE TO CANDIDATES THAT YOU HAVE THEIR BEST INTERESTS IN MIND ALWAYS
 2. BE 100% TRANSPARENT ABOUT EVERYTHING YOU DO FOR YOUR CANDIDATES
 3. BE 100% HONEST AND FORTHRIGHT WHEN TALKING TO YOUR CANDIDATES
 4. STOP THINKING OF PLACEMENTS AS “DEALS” – THINK RELATIONSHIP

WAYS TO DEMONSTRATE YOU WILL DO WHAT'S BEST FOR THE CANDIDATE

- SOUNDS SIMPLE – BUT TELL EACH CANDIDATE YOU TALK TO THAT YOU WILL
- “Don, I’m not sure what dealings you’ve had with Recruiters in the past and I realize you and I just started talking in the last couple of days but there’s a couple of things I think you need to know about me. First and foremost - I will always tell you exactly what’s going on and how I think it will affect you – I believe in 100% transparency and honesty. I will never tell you one thing and the client something different. I don’t play games with the money, ever. I’m only successful in my job if I find you a place where you actually enjoy going to work and the company is glad to have you. I can never achieve that trying to put a square peg into a round hole. All I ever ask in return is the same courtesy – just talk to me – if your unhappy, you change your mind, something has come up – I don’t care what it is just let me know and I’ll handle it. Fair enough?”

WAYS TO DEMONSTRATE YOU WILL DO WHAT'S BEST FOR THE CANDIDATE

- WHENEVER POSSIBLE GIVE YOUR CANDIDATE OPTIONS – DON'T JUST HAVE THEM FOCUS ON 1 JOB OPENING AT A TIME
 - ONCE A CANDIDATE DECIDES TO MAKE A CHANGE, THEY ARE GOING TO LOOK AT MULTIPLE OPPORTUNITIES – THE MORE OPPORTUNITIES YOU CONTROL THE BETTER OFF YOU ARE.
 - THE IDEA THAT YOU DON'T WANT TO “MUDDY THE WATERS” ISN'T IN THE CANDIDATES BEST INTEREST – OR YOURS
 - AS A GENERAL RULE – ONCE YOU DECIDE TO SUBMIT A CANDIDATE TO ANY OPEN SEARCH YOU SHOULD ALSO BE TALKING TO THAT CANDIDATE ABOUT MARKETING THEIR SKILLS AND AVAILABILITY TO OTHER COMPANIES THAT FIT THE CANDIDATES NEEDS/WANTS

WAYS TO DEMONSTRATE YOU WILL DO WHAT'S BEST FOR THE CANDIDATE

- SHOW CANDIDATES THAT YOU'RE DOING MORE FOR THEM THAN JUST SHOPPING A RESUME

1. WHEN YOU TALK ABOUT MONEY ALWAYS BE SPECIFIC:

1. DON'T TALK ABOUT RANGES – TALK SPECIFIC NUMBERS
2. ALWAYS MAKE IT ABOUT THEM PERSONALLY NOT THE MARKET OR SOCIAL MEDIA
3. REMIND THEM YOUR JOB IS TO GET THEM THE MOST THE CLIENT IS WILLING TO OFFER WITHOUT CREATING AN ADVERSARIAL FEEL TO THE PROCESS
4. PUT MONEY IN WRITING EVERY CHANCE YOU GET



HOW TO TALK ABOUT COMPENSATION

- *“What kind of compensation would you be looking for to make a move like this?”*
 - *“I’d be looking for \$XXX,XXX.”*
- *“Is that total comp or simply base salary?”* (If they answer, “Total Comp,” – then you follow up – *“How much of that is base?”*)
 - (No hesitation) *“Oh, and how did you come up with that number?”*
- Now you will begin to get a picture of where their mind is regarding compensation
- You also need to discover their “Uhm” number
- The critical thing to remember is you don’t have to fit a salary range with an MPC/STAR candidate. Companies will either accept it or reject them because of it.



THE SUBMITTAL DOCUMENTS YOU CREATE HAVE A LASTING IMPRESSION AND A HUGE IMPACT ON CANDIDATE MANAGEMENT

- YOU HAVE TO DEMONSTRATE TO A CANDIDATE THAT YOU HAVE INVESTED YOUR TIME INTO HELPING THEM PURSUE A JOB – YOU HAVE TO SHOW THEM YOUR “EFFORTS”!
- THE SUBMITTAL DOCUMENT DOES THIS IN A HUGE WAY



YOU ARE CREATING A SINGLE DOCUMENT – THAT IS PUTTING ALL THE PIECES TOGETHER

A submittal profile should contain 4 elements:

1. A cover page
2. Interview Highlights
3. Resume
4. References

Candidate Profile

Candidate: Phil Darken

Submitted for: Vice President of Operations



Expected Compensation Outline:

Base	\$123,000	Vacation	2 weeks remainder of 2017 – 3 weeks as of Jan 1, 2018
Relocation	Don would need full relocation	Other	Phil is due his Quarterly bonus on July 1 – he is expecting \$3500 – we'll need to address this

Qualification Matching Grid

What you asked for:	What Candidate Has:
BS Degree	- BS Dairy Science – 1981 - MBA – Penn State – 1989
Dairy Experience	10 years with Kraft Dairy Group 8 years with Saputo Cheese 18 years of Total Dairy experience
Multi-plant Experience	- Has responsibility for 5 plants currently - Has had responsibility for up to 8 plants in past - Directly responsible for over 1200 employees
Management Experience	- Has 26 Direct Reports at Director and Manager Level - Has been in a direct supervisory role for over 15 years
Budget Responsibility over \$10M	- Current budget is \$23 Million - Has managed a budget up to \$150 Million
Developed other Managers	- Strong in this area – his first four hires are now Plant Managers - Hired 8 people at a Supervisory level that are now Directors or Vice Presidents
Other	- Licensed Cheesemaker - Gold medal winner – 1999 - 2006

Motivations for making the change:

Personal: Phil and his family are originally from Wisconsin so the idea of getting home is very appealing to them.

Professional: Phil's current employer has announced their intentions to sell the company and as such there is a great deal of uncertainty about the future.

Availability to Interview:

Phil is available on Tuesday May 22 between 2-4 pm and Wednesday May 23 all day.

THINK OF THIS AS AN EXECUTIVE SUMMARY

THE COVER PAGE HAS 4 PARTS

1. COMPENSATION
2. MATCHING GRID
3. MOTIVATIONS
4. AVAILABILITY

ALWAYS PUT YOUR
BRAND ON THE
THINGS YOU SEND



Expected Compensation Outline:

Base	\$123,000	Vacation	2 weeks remainder of 2017 – 3 weeks as of Jan 1, 2018
Relocation	Don would need full relocation	Other	Phil is due his Quarterly bonus on July 1 – he is expecting \$3500 – we'll need to address this

Think of this area as attaching a PRICE TAG on you Candidate.

SCHEDULING INTERVIEWS IS AN EASY AND OBVIOUS PLACE FOR YOU TO **TALK** WITH A CANDIDATE

_____, we are at a different place now, before we had to find out if _____ had any interest in your background and now we know – they do. So this tells me things are getting serious now – so you’ve had a couple of extra days to think about this - if something about this opportunity isn’t sitting right now is the time to pull out – so I have to ask – do you want me to schedule this interview?

You need them to start telling you they really WANT the job – anything less than a committed answer and they are still on a fact-finding mission and you need to know what they are still looking for.

_____, that’s great to hear. Especially because in my mind I keep thinking about what you said about why you were liking this opportunity to begin with sell back their prime motivator and now we’re on our way to achieving that.

I’m very curious – you’ve had some time now to think about this and talk to people – how do your friends and family about this opportunity?

You need confirmation that they have already started talking to their family about this opportunity – anything less and you have a big red flag.

If this position were to come together for you do you think your current employer would do anything to keep you?

We must prepare for the counteroffer and this is a great time to get candidates to come clean about what they think is likely to happen. Also, this is an important time to gauge a candidate’s desire to leave.

Find out times for the interview.

Schedule and interview prep call about 2 days prior to the interview. (late in the day or at home at night is the best time for an interview prep)

YOU HAVE THE CONVERSATION OVER AND OVER AND OVER – YOU CAN NOT TALK TO MUCH!!

_____, well, this is it – the final hurdle. _____ wants to bring you in for a final interview and that means that if this goes well their plan will be to extend you an offer with the **EXPECTATION** of you accepting that offer. So, I have to ask one last time – do you really **WANT** to go on this interview?

You need them to start telling you they really WANT the job – anything less than a committed answer and they are still on a fact-finding mission and you need to know what they are still looking for.

_____, that's great to hear. Especially because in my mind I keep thinking about what you said about why you were liking this opportunity to begin with sell back their prime motivator and now we're on our way to achieving that.

I'm very curious – you've had some time now to talk to people after your first interview with them – how do your friends and family about this opportunity?

You need confirmation that they have already started talking to their family about this opportunity – anything less and you have a big red flag.

YOU HAVE TO CROSS CHECK EVERYTHING WITH **CANDIDATES** AND CLIENTS

Don,

I want to just confirm everything we talked about earlier today. I am going to schedule your personal interview with ABC Foods for 10 am on Friday the 27th. Also, I wanted to make sure I had a very clear understanding as to all the things we discussed concerning compensation, so I am outlining what I heard below. Please review this and email me back that my information is correct. As soon as I get that email back from you, I will schedule the interview with Kim.

Thanks,

Greg

Expected Compensation

Base: 121,000-123,000

Bonus: 20% as per plan

Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1. 2005.

Benefits: As per plan

Relocation: Only issue is a 30' sailboat and there will be some cost in moving this.

YOU HAVE TO CROSS CHECK EVERYTHING WITH CANDIDATES AND **CLIENTS**

Kim,

I wanted to let you know the Don Johnson is all set for his interview on the 27th but I wanted to take a minute here to go over something with you one last time before we spend the money and time necessary to bring him in. Don and I have had numerous conversations regarding his salary expectations, and I wanted to make sure you had clear information regarding this, so here are his expectations:

Expected Compensation

Base: 123,000+

Bonus: 20% as per plan

Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1. 2005.

Benefits: As per plan

Relocation: Only issue is that he owns a 30' sailboat and there will be some cost in moving this.

If you are confident that we can work within these parameters, I see no reason to not proceed with the interview. If you have any serious issues, please call me to discuss them.

BE HONEST WITH CANDIDATES ABOUT COMPETING OFFERS

	Job A	Job B	Job C
Total			

When you score Quality of Life and Location use the weighted scoring outlined below.

Rank	=	Weighted Score
1	=	1
2	=	3
3	=	5

2023 CAN BE YOUR BEST YEAR EVER:

1. FOCUS ON “PLACING CANDIDATES” VS “FILLING JOBS”
2. CANDIDATE MARKETING SHOULD BECOME SOMETHING YOU MASTER AND ARE DOING EVERY SINGLE WEEK
3. BUILD A POWER-POOL OF DIAMOND CANDIDATES IN YOUR NICHE’
4. MAKE SURE EVERY DIAMOND HAS YOUR CONTACT INFO IN THEIR CELLPHONES
5. DON’T CUT CORNERS – FOCUS ONE “COMMITTING TO EXCELLENCE”!

NEXT LEVEL COACHING

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