

BUILDING YOUR EMPIRE

GROWING THE MODERN TEAM

UNDERSTANDING ALL THE PIECES



GREG DOERSCHING



WILL BEGIN SHORTLY



1

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UNDERSTANDING ALL THE PIECES



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2

DOERSCHING WEBINAR RULES

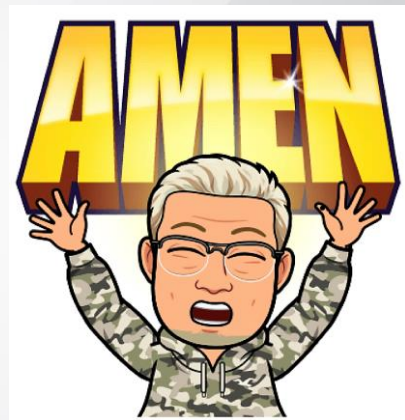
- **RULE 1:** Recordings of these sessions will be posted within 12 hours (usually) at the link you found in your “handouts” email. You will have access to those until 30 DAYS AFTER THE LAST SESSION if you want to review them.
- **RULE 2:** If you have questions, use the “question” feature in your control panel, and I will do my best to answer them
- **RULE 3: THE MOST IMPORTANT RULE OF ALL:**
 - You take everything I teach you as the absolute gospel truth, and then you apply:

COMMON SENSE



3

LITTLE KNOWN GREG FACTS



4

THE HISTORICAL VIEW OF A RECRUITING DESK

THE “DESK” HAS HISTORICALLY BEEN CONSIDERED TWO HALVES OF A WHOLE:

½ BUSINESS DEVELOPMENT

½ RECRUITING



Most recruiting firms started as single-person firms making it necessary to be proficient in both halves.

5



5

THE HISTORICAL VIEW OF A RECRUITING DESK

THE FIRST BIG CHANGE STARTED TO HAPPEN IN THE MID 90'S

DOERSCHING BECOMES
A RECRUITER

INTERNET
EXPLOSION
BEGINS

YEAR	UNEMPLOYMENT	DEGREED UNEMPLOYMENT RATE
1980	7.20%	4.10%
1981	8.50%	4.85%
1982	10.80%	6.16%
1983	8.30%	4.73%
1984	7.30%	4.16%
1985	7.00%	3.99%
1986	6.60%	3.76%
1987	5.70%	3.25%
1988	5.30%	3.02%
1989	5.40%	3.08%
1990	6.30%	3.59%
1991	7.30%	4.16%
1992	7.40%	4.22%
1993	6.50%	3.71%
1994	5.50%	2.48%
1995	5.60%	2.52%
1996	5.40%	2.43%
1997	4.70%	2.12%
1998	4.40%	1.98%
1999	4.00%	1.80%

YEAR	UNEMPLOYMENT	DEGREED UNEMPLOYMENT RATE
2000	3.90%	1.76%
2001	5.70%	2.57%
2002	6.00%	2.70%
2003	5.70%	2.57%
2004	5.40%	2.43%
2005	4.90%	2.21%
2006	4.40%	1.98%
2007	5.00%	2.25%
2008	7.30%	5.62%
2009	9.90%	7.62%
2010	9.30%	7.16%
2011	8.50%	4.68%
2012	7.90%	3.56%
2013	6.70%	3.02%
2014	5.60%	2.52%
2015	5.00%	2.25%
2016	4.70%	2.12%
2017	4.10%	1.85%
2018	3.90%	1.76%

BABY BOOMERS
START RETIRING

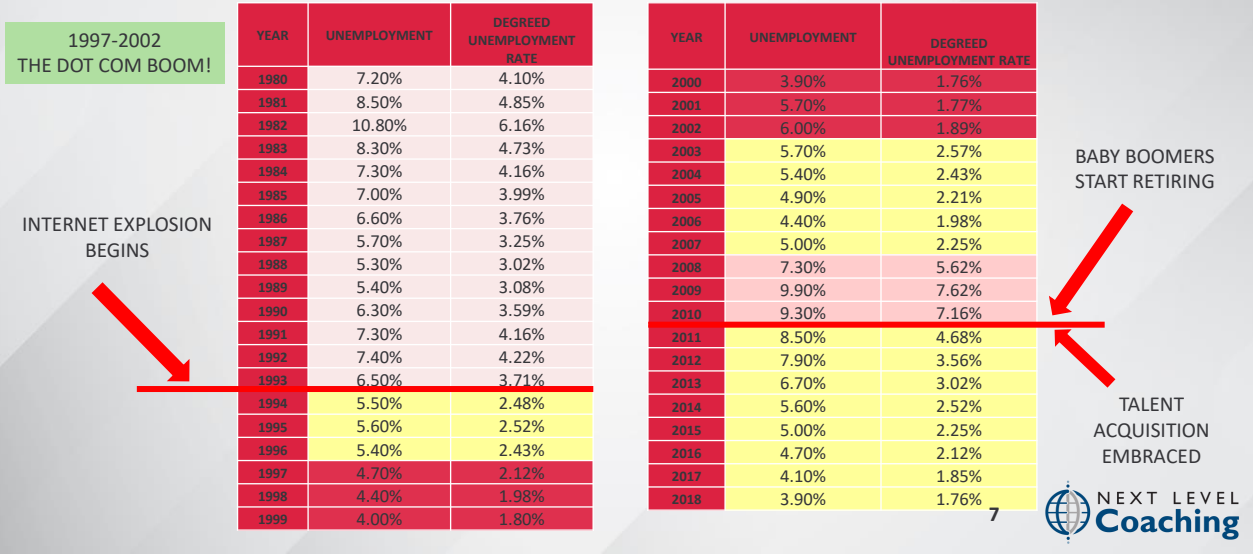
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6

THE HISTORICAL VIEW OF A RECRUITING DESK

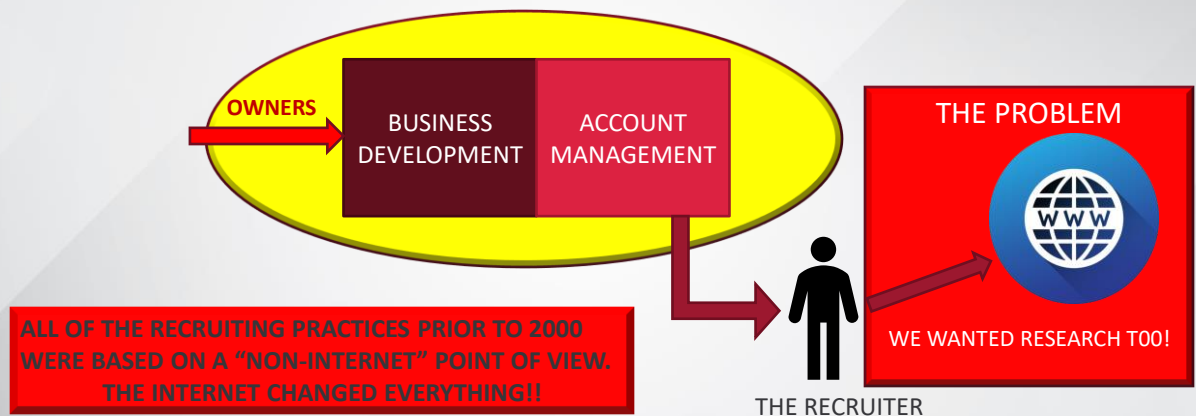
THE FIRST BIG CHANGE STARTED TO HAPPEN IN THE MID 90'S



7

THE HISTORICAL VIEW OF A RECRUITING DESK

THE LATE-90'S IS WHERE FIRMS STARTED TO SPLIT THE DESK AGAIN

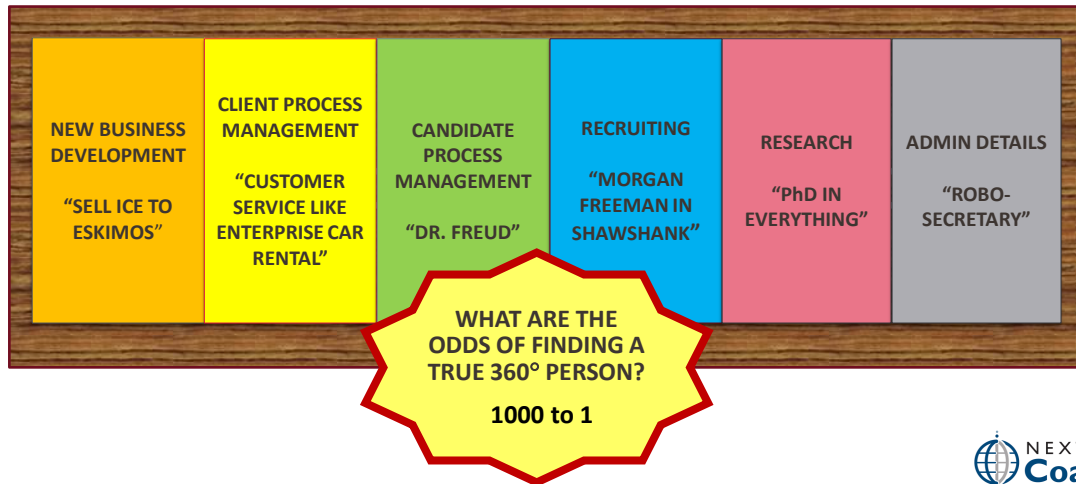


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8

PICTURE OF THE DESK TODAY

THE RECRUITING DESK IN THE YEAR 2021



PICTURE OF THE DESK TODAY

THE RECRUITING DESK IN THE YEAR 2021



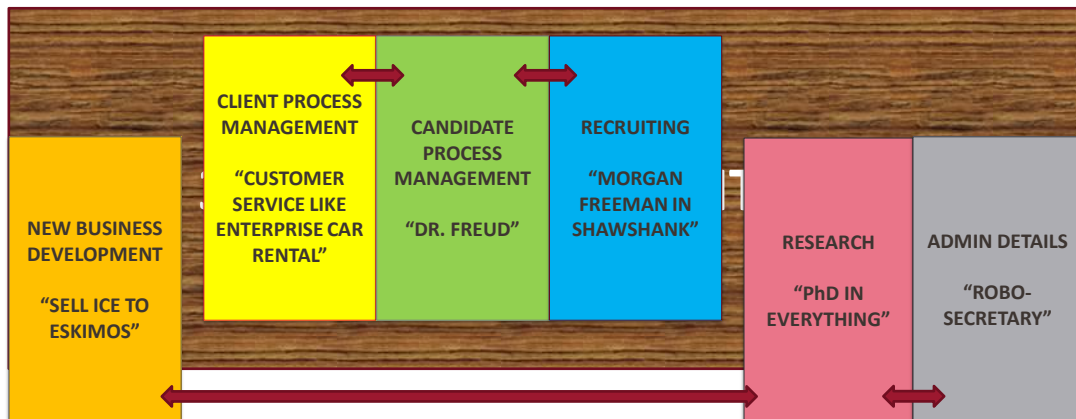
PICTURE OF THE DESK TODAY

THE RECRUITING DESK IN THE YEAR 2021



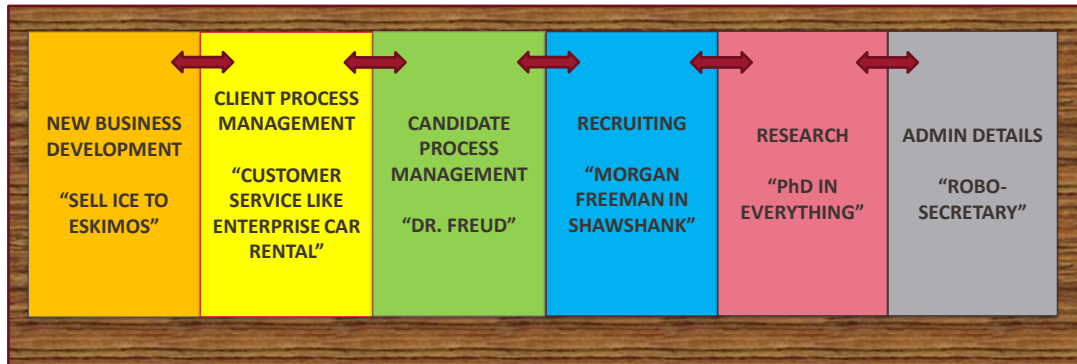
PICTURE OF THE DESK TODAY

FOCUS HAS ALWAYS BEEN ON THE MONEY



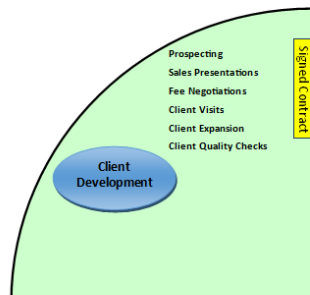
PICTURE OF THE DESK TODAY

THE RECRUITING **TEAM** IN THE YEAR 2021



13

WHAT GOES INTO EVERY PLACEMENT – 4 PARTS



No one will be able to tell your story better than you.

The owner of the firm will **ALWAYS** have the most **CREDIBILITY** with prospects.

CLOSING NEW CLIENTS

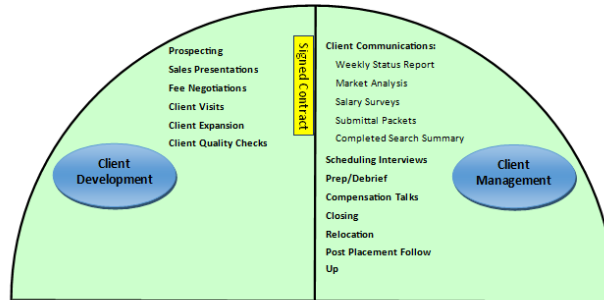
The ability to close new clients is a trait that is 80% instinct 20% learned.

It is almost impossible to training sales aptitude. It is the part of the process that most owners will have to hang on to for their entire career.



14

WHAT GOES INTO EVERY PLACEMENT – 4 PARTS



WHAT GOES INTO EVERY PLACEMENT – 4 PARTS

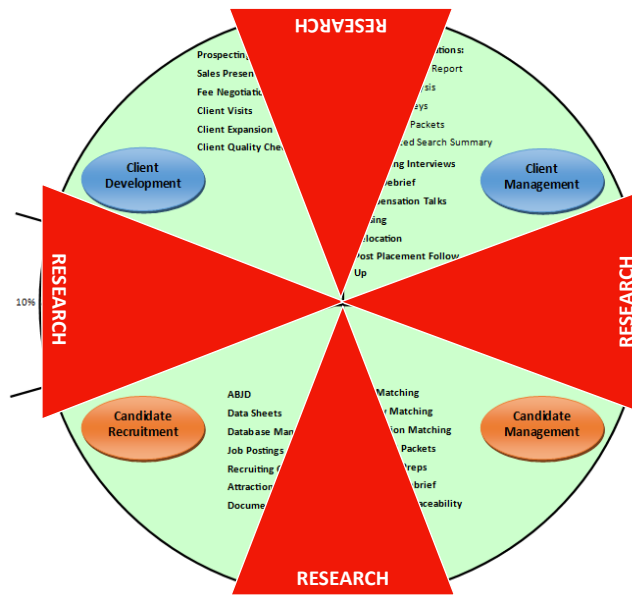


WHAT GOES INTO EVERY PLACEMENT – 4 PARTS



WHAT GOES INTO EVERY PLACEMENT – 4 PARTS

Research is a rabbit hole necessary but entirely distracting for people who should be on the phone.



EXPAND BASED ON THE NEED AND SKILL SETS OF
THE PEOPLE YOU HIRE.



THERE ARE MANY WAYS TO STRUCTURE A SUCCESSFUL
RECRUITING PRACTICE!

19



19

HOW DO WE EXPAND AND STRUCTURE

- **STARTS WITH HIRING** – look for people who *could* be 360° but recognize they are unicorns. Expand as if you will never find one.
- **FUNDAMENTAL RULE FOR EXPANSION** – people who are good on the phone – keep them on the phone!
- The hardest part of the equation right now is recruiting
- Research is unbelievably, ridiculously, and undeniably time-consuming.
- The most boring, full of failure task in the recruiting world is new business development.



20



20

HOW WE EXPAND AND STRUCTURE

ARE ADMINISTRATIVE DETAILS SLOWING YOU DOWN?

It's all about TYPING:

- Putting together submittal packets
- Putting together attraction-based job descriptions
- Data base administration
- Simple research projects
- Excel spreadsheets
- Maintaining a social media presence

ADMIN
DETAILS

"ROBO-
SECRETARY"

HIRE ADMINISTRATIVE SUPPORT

21



21

HOW WE EXPAND AND STRUCTURE

IS IT ADMINISTRATIVE DETAILS & RESEARCH WORK YOU NEED?

It's all the Admin PLUS:

- Building call lists
- Managing job postings
- Sending out targeted emails and InMail's
- Everything that keeps you off the phone!

RESEARCH

"PhD IN
EVERYTHING"

ADMIN
DETAILS

"ROBO-
SECRETARY"

HIRE A PROJECT COORDINATOR

22



22

PROJECT COORDINATOR

MAIN FOCUS OF A PC IS
NON-PHONE RELATED BUT
TIME-CONSUMING
CRITICAL PROCESS PIECES.

HIGHLY SUCCESSFUL FULL DESK
PERSON WHO NEEDS HELP
(\$250-\$300K)



PROJECT
COORDINATOR

Main Tasks:

1. Build the "Story"
2. Build Lists
 1. Database
 2. LinkedIn
 3. Monster
3. Manage Job Postings
 1. Website
 2. External Boards
4. Manage Database
 1. Email Blasts

New Team Total: \$350-\$400K

23



23

HOW WE EXPAND AND STRUCTURE

IS IT RESEARCH & RECRUITING WORK YOU NEED?

Finding More Candidates:

- Building call lists
- Managing/responding to job postings
- Making initial recruiting contacts
- Doing initial qualifying activities
 - (they develop this skill)

REMEMBER: Recruiting has 2
pieces and people grow from
doing PASSIVE to ACTIVE work

Active
Recruiting

Being
On the
PHONE!!

Passive
Recruiting

Job
Postings
"Indeed"
LinkedIn

RESEARCH

"PhD IN
EVERYTHING"

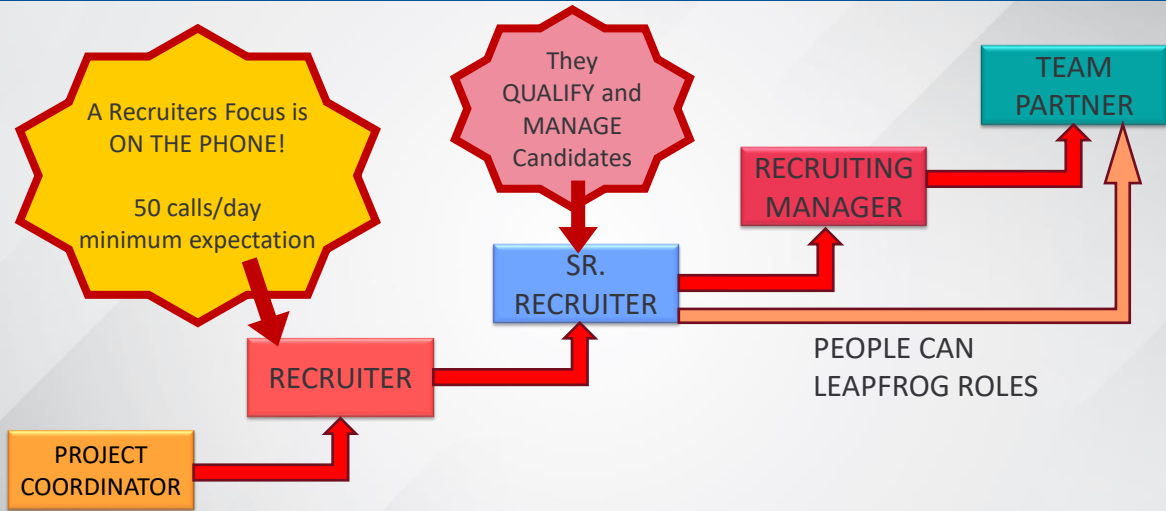
HIRE A RECRUITER

24



24

SHOW PEOPLE A CLEAR PATH UPWARD



25

25

HOW WE EXPAND AND STRUCTURE



26

26

HOW WE EXPAND AND STRUCTURE

IS IT THE SALES SIDE WHERE YOU NEED IT MOST?

NEW BUSINESS
DEVELOPMENT

"SELL ICE TO
ESKIMOS"

IT'S ALL ABOUT LINING UP NEW POTENTIAL CUSTOMERS:

- Sorting through all leads and contacts that could become potential customers but it's just not being done effectively and consistently.

THEN YOU MY FRIEND NEED TO HIRE AN **S.D.R**

27



27

WHAT IS AN SDR

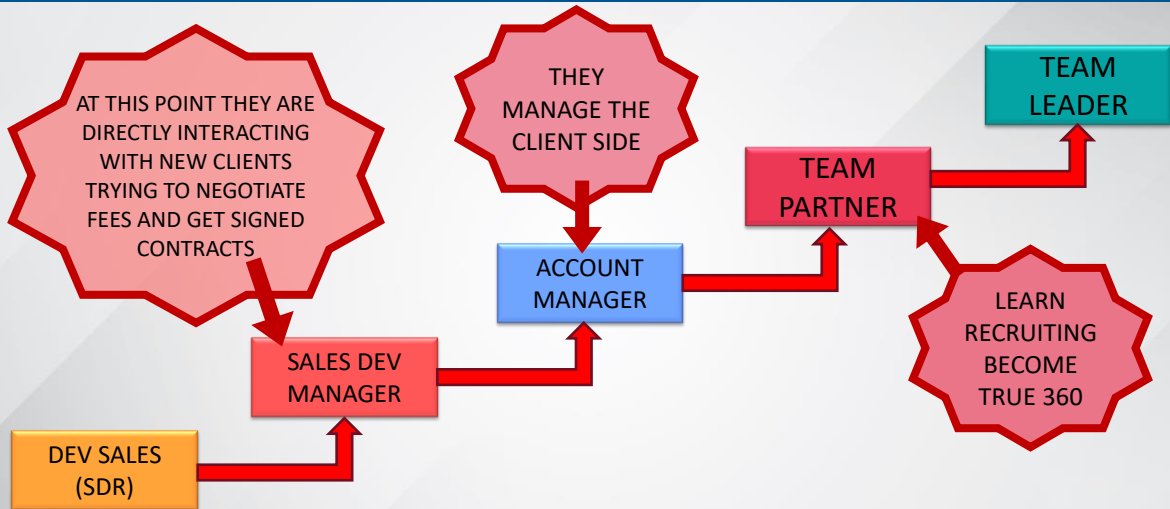
SDR = SALES DEVELOPMENT REPRESENTATIVE

- Point person for driving new business development efforts on behalf of the Practice/ Team Leader
- **NOT** responsible for selling services –responsible for **SCHEDULING A CALL** between the potential client and Practice/ Team Leader
- Maintains strategy of consistent, targeted and meaningful lead generation
- They are going to make about 250 calls/week on a Closer's behalf
- This also in a non-commissioned role



28

SHOW PEOPLE A CLEAR PATH UPWARD



29

29

HOW WE EXPAND AND STRUCTURE

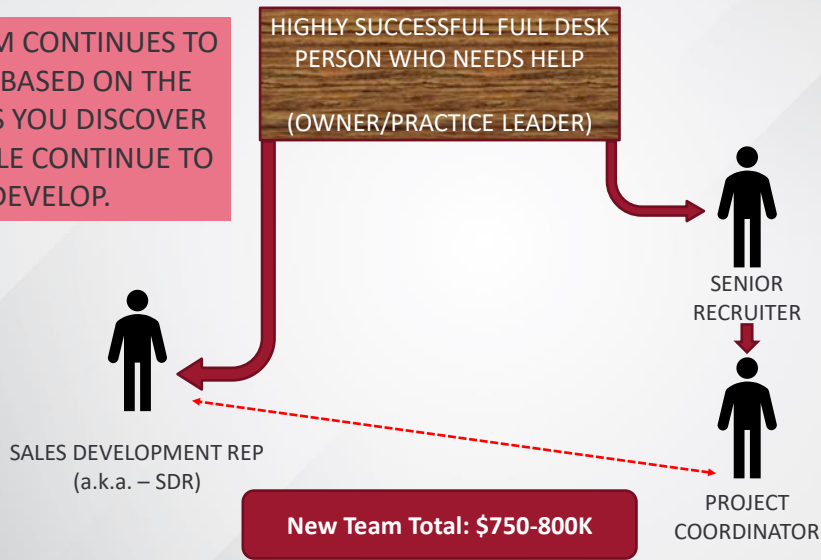


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30

HOW WE EXPAND AND STRUCTURE

THE TEAM CONTINUES TO GROW BASED ON THE TALENTS YOU DISCOVER AS PEOPLE CONTINUE TO DEVELOP.



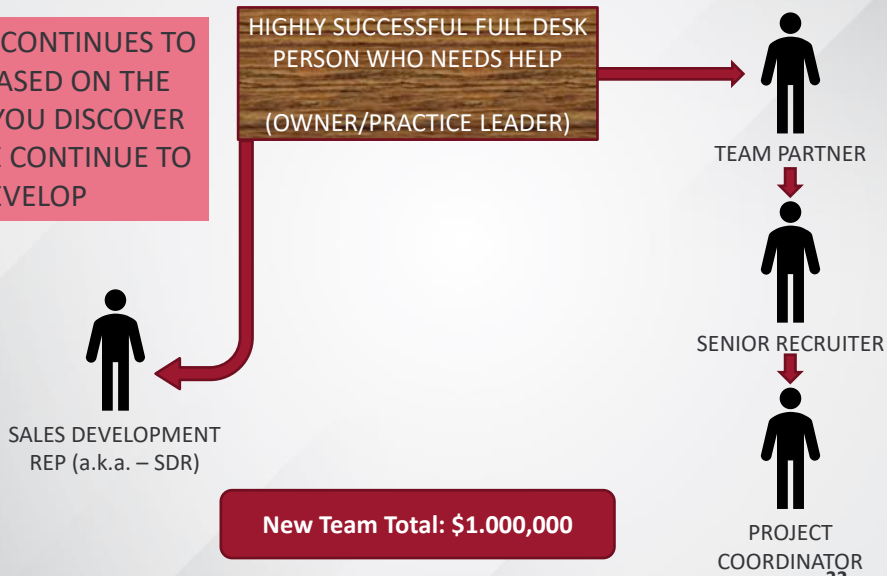
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31

HOW WE EXPAND AND STRUCTURE

THE TEAM CONTINUES TO GROW BASED ON THE TALENTS YOU DISCOVER AS PEOPLE CONTINUE TO DEVELOP



32



32

HOW WE EXPAND AND STRUCTURE



HOW WE EXPAND AND STRUCTURE



HOW WE EXPAND AND STRUCTURE



35

THE BIGGEST ISSUE WITH THIS MODEL



36

36

THE BRIDGE IS CLIENT ROLE PLAYING

Thank you, that's all the information I need to get this process started. The first step of the process we will start tonight – so I need to ask you **DO YOU HAVE 10 MINUTES FREE IN YOUR SCHEDULE TOMORROW AND I SWEAR IT WON'T TAKE MORE THAN 10 MINUTES.** Because tonight what I want to do is....

- If you will **PERSONALLY** do the role play:

... go through all my notes and do some homework and then tomorrow I want to pitch this position back to you as if you were the candidate. That way you can hear exactly how I intend to represent your company to candidates. If there is anything we need to amend, edit, correct or fix, you get a chance to do that before I start making calls.

- If you are going to **PASS THE JOB OVER TO A RECRUITER:**

...get with my Recruiting Team and decide who will be the Lead Recruiter for this position and then go through all my notes with them and have them do some homework. Then tomorrow I want that Recruiter to pitch this position back to you as if you were the candidate. That way you can hear exactly how we intend to represent your company to candidates and if there is anything we need to amend, edit, correct or fix, you get a chance to do that before we start making calls.

37



37

THE FOLLOW UP CONVERSATION

YOUR RECRUITING TEAM HAS TO DELIVER AN ABSOLUTELY STELLAR VERSION OF THE CLIENT STORY!

Excellent, I'm glad you like the way I'm going to tell your story. Because that's truly what good Recruiters do – we are your “professional friends-of-a-friend”.

The last thing I wanted to go over with you is this – after reviewing my notes last night I put together a list of the top 6 things I believe I heard you say where the most important skills/experiences you wanted to see in a candidate. They are –

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5
- Item 6

Do I have those right?? – **You do.**

And just to reconfirm – we are targeting a salary between _____ and _____ - correct? **-YES!**

Great – because now my mission is simple – it's going to go find you people who have at minimum 5 of these 6 things **AND** they are willing to come to work inside the salary range of _____ and _____. Because I'm assuming if I do that – that's a person you're going to want to interview!

38



38

CONFIRM EVERYTHING IN WRITING AS WELL

It was a pleasure speaking with you this morning regarding your need to hire a **Director of Engineering**. Based on our conversation I just wanted to reconfirm that I heard your requirements correctly. I believe these are the Top 6 Skills/Experiences your looking for in a candidate.

BS in Engineering Discipline
5-10 years of Management Experience
Budgetary Management of Projects over \$15Million
Food Processing Experience
Project Management Exposure
Team Building Capabilities

You also said you are ready to offer a person who has this unique skill set between **\$120,000-130,000** as a starting base salary.

Please let me know that the above information is correct or certainly feel free to edit anything you'd like.

We look forward to working with you on this assignment.

WHAT'S NEXT

- **THE KEY TO GROWTH IS PEOPLE – EACH PERSON HAS INDIVIDUAL LIMITS FOR WHAT THEY CAN DO WITHIN THE CONSTRAINTS OF TIME – THE ONLY WAY TO BEAT THAT IS TO ADD MORE PEOPLE TO YOUR TEAM!**
- **IN THESE NEXT SESSIONS WE WILL LOOK AT EACH ROLE INDIVIDUALLY AND THE CORE SKILLS, STRATEGIES AND SCRIPTS NEEDED TO GET A PERSON STARTED IN THAT ROLE**

FINAL THOUGHTS

- **OBVIOUSLY, THIS IS NOT EVERY DYNAMIC OF GROWING A HIGHLY PRODUCTIVE RECRUITING TEAM.**
- **A DEGREE OF SUCCESS WILL COME FROM THE PEOPLE YOU HIRE**
- **A DEGREE WILL COME FROM YOUR ABILITY TO TRAIN AND MANAGE THE TEAM YOU BUILD**
- **THERE ARE LOTS OF PLACES TO GO FOR HELP WITH THAT.**

41



41

THE BEST PLACE TO GO?

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42



42