



Top Echelon

CLOSING THE DOOR ON DEALS
(AND KEEPING IT CLOSED)



Greg Doersching



- WHAT IS THE “APPROACH” YOU'RE USING FOR A CANDIDATE?
- YOU NEED A **COMPELLING REASON** WHY YOU ARE CALLING A CANDIDATE IF YOU EXPECT THEM TO CALL YOU BACK
- ONE OF THE PRIME MOTIVATORS – **ADVANCEMENT!**
- PEOPLE RESPOND MORE FREQUENTLY WHEN THEY BELIEVE THERE IS A CHANCE TO ADVANCE

- 2 SMARTEST WAYS TO APPROACH A CANDIDATE AND EXCITE A CLIENT AT THE SAME TIME
 1. BE A BIG FISH IN A SMALL POND
 2. BIGGER IS BETTER – MORE TOOLS, RESOURCES AND OPPORTUNITY

■ WHY ARE YOU CALLING?

Name	Location	Product	Sales	# of Employees
Company A	WI	Natural Chz	\$500 Million	650
Company B	IL	Natural Chz	\$480 Million	550
Company C	WI	Italian Chz	\$450 Million	370
Company D	WI	Natural Chz	\$380 Million	285
Company E	MN	Natural Chz	\$375 Million	310
Company F	MN	Italian Chz	\$375 Million	195
Company G	WI	Natural Chz	\$330 Million	250
Company H	IL	Natural Chz	\$325 Million	270
Company I	WI	Natural Chz	\$290 Million	185
Company J	WI	Italian Chz	\$280 Million	210
Company K	WI	Natural Chz	\$150 Million	135
Company L	WI	Natural Chz	\$135 Million	120
Company M	WI	Natural Chz	\$100 Million	110

- **“DON, GREG DOERSCHING FROM THE GRIFFIN GROUP WE’RE AN EXECUTIVE SEARCH FIRM THAT WORKS EXCLUSIVELY IN THE DAIRY INDUSTRY AND WE’VE BEEN RETAINED BY A CLIENT TO HELP THEM HIRE A PLANT MANAGER FOR A \$330 MILLION DOLLAR ORGANIZATION IN WISCONSIN. I WAS TOLD TO SPECIFICALLY TARGET YOU FOR THIS ROLE. IF YOU COULD GIVE ME A CALL BACK AT 414-520-7522 I’LL BE GLAD TO GIVE YOU ALL THE DETAILS. YOU CAN CALL THAT NUMBER ANYTIME BEFORE 9 PM. THANK YOU**
- **WE’RE CALLING AN ASSISTANT MANAGER ABOUT BECOMING THE PLANT MANAGER AND OBVIOUS ADVANCEMENT!**



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1. Setting up the Money Questions

- *"Obviously, money is an important factor...so let me ask you*

2. Initiate the Conversation:

- *"What type of compensation would you be looking for to make a move right now?"*

3. Clarify the Amount:

- **Candidate:** *"I'd be looking for \$XXX,XXX."*
- **Recruiter:** *"Is that total compensation or just base salary?"*
 - If they answer, *"Total compensation,"* follow up with:
"How much of that is base?"

4. Discover how they think about the money:

- (Without hesitation) *"Oh, and how did you come up with that number?"*





- **“DON, I KNOW WE DON’T KNOW EACH OTHER WELL, BUT TALKING ABOUT COMPENSATION AND GETTING SOMEONE LIKE YOURSELF AN OFFER THEY CAN ACCEPT IS ALL WE TALK ABOUT EVERY DAY AT MY OFFICE. THIS IS WHAT I KNOW – THE ONLY THING THAT ANY OFFER YOU GET NEEDS TO BE COMPARED TO IS WHAT YOUR MAKING RIGHT NOW. NOTHING ELSE MATTERS BEYOND TWO THINGS – ONE, IS THE OFFER FAIR FOR THE ROLE YOU ARE ASKED TO PERFORM, AND TWO, IS IT MORE THAN YOU MAKING RIGHT NOW?**
- **I ALSO KNOW THIS – NO OFFER LETTER I’VE SEEN COMES WITH A RANGE IN IT – IT IS A SINGULAR AMOUNT, AND THAT’S WHAT WE NEED TO DECIDE.**

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

ONE IMPORTANT THING TO REMEMBER IS THAT YOUR SUBMITTAL PACKET – THE INFORMATION YOU PUT TOGETHER TO SUBMIT TO THE CLIENT IS A CRITICAL PART OF CLOSING. YOU NEED TO PROVE TO THE CANDIDATE YOU ARE DOING SOMETHING TO HELP THEM GET THIS JOB – IF THEY FEEL AT ALL LIKE, YOU ARE JUST TRYING TO “SHOP” THEIR RESUME – YOU WILL GET ZERO RESPECT AND THEY WON’T FEEL OBLIGATED TO SHARE INFORMATION WITH YOU – IT’S A BIG REASON CANDIDATES GHOST YOU..

_____, 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. 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 liked this opportunity, to begin with to 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; 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.**

I also wanted to ask you – are there any other opportunities you’re looking at right now OR you mentioned other opportunities you were considering the last time we talked – where do those stand?

98% OF ALL NEGOTIATION HAS TO HAPPEN BEFORE THE CANDIDATE INTERVIEWS

- Schedule the final interview LIVE on the phone -

NAME, well this is it – the final hurdle. **THE CLIENT** wants to bring you in for a final interview, and that means that if this goes well, their plan will be to extend an offer with the expectation that you accept that offer. I have to ask one last time do you 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.

NAME, that's great to hear. Especially because I keep thinking about what you said about why you liked this opportunity to begin with, to sell back their prime motivator, and now we are on our way to achieving that.

I'm curious: You've had some time to talk to people since your first interview with them. How do your friends and family feel 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.



NAME, because we are at the final step, we need to talk about money one more time. When I first presented to you and initially spoke about money, we told them that you wanted \$_____ (be exact). If this interview goes well, and they come to me and say, "**YOUR NAME**, we want to offer _____ this _____? Do I have your permission to tell them "Yes, he/she will accept that offer."

Take away amounts – close them to the "uhm."

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

Find out times for the interview

Schedule an interview prep call about two days before the interview – (late in the day or at home at night is the best time for an interview prep)

EMAIL TO THE CANDIDATE

NAME, I want to confirm everything we talked about earlier today. I am going to schedule your interview with Schreiber Foods for 10 am on Friday the 27th.

I also wanted to make sure I had a very clear understanding of 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: 123,000
- Bonus: 20% as per plan
- Vacation: 2 weeks remainder of this year & 3 weeks as of Jan 1, 2020
- Benefits: As per the plan
- Relocation: The only issue is a 30' sailboat, and there will be some costs associated with this move

EMAIL TO THE CLIENT

Polly, I wanted to let you know that Gary Thomas is all set for his interview on the 27th, but I wanted to take a minute to go over something with you one last time before we spend the money and time necessary to bring him in. Gary and I have had numerous conversations regarding his salary expectations, and I wanted to make sure that 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, 2020
- Benefits: As per the plan
- Relocation: The only issue is that he owns a 30' sailboat, and there will be cost associated with the move

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



“SALLY, YOU WOULD NOT BELIEVE ALL THE NUMBERS WE TRACK AS RECRUITERS – BUT ONE OF THEM IS THIS – WHEN WE EXTEND THE OFFER TO OUR CANDIDATES WE HAVE OVER A 95% ACCEPTANCE RATE. WHEN OUR CLIENTS DO IT THEMSELVES, THE ACCEPTANCE RATE FALLS BELOW 60%.”

TIPS TO EXTENDING THE OFFER

- MAKE SURE THE FIRST OFFER IS AN ACCEPTABLE OFFER – NEGOTIATIONS SHOULD HAVE HAPPENED BEFORE THE FINAL INTERVIEW TOOK PLACE
- ACCEPTING A NEW JOB IS ABOUT A LOT MORE THAN MONEY – IT’S ABOUT HAPPINESS! – TALK ABOUT ALL THE PRIME MOTIVATORS FIRST – MONEY IS THE CHERRY ON TOP

Make sure you have clarity on everything being offered BEFORE you extend the offer:

Basic Offer Components:

- Base Salary:
- Bonus:
- What is the bonus based on (Personal Objectives/Business Objectives/Both):
- Vacation/Sick Pay/Holidays:

Benefits:

- Health/Vision/Dental/STD/LTD/401K (Matching)/Tuition Reimbursement

Relocation: (If Necessary)

- Is relocation done as a list of items covered or a Lump Sum?
- If a Lump Sum is offered is it grossed up for taxes?
- Are closing costs and realtor fees covered?
- Are house hunting trips offered – if so how many?
- Is temporary housing provided?
- Assistance on a double mortgage or double rent payments
- Reimbursement for trips back home if the candidate is relocating prior to the spouse and children

A BLACK FRIDAY SPECIAL JUST A LITTLE BIT EARLY

WHAT IS IT: A WRITTEN REPORT ON HOW TO GET YOU WHERE YOU WANT TO BE IN THE NEXT 3 YEARS

- ARE YOU TRYING TO GROW?
- ARE YOU TRYING TO CREATE A SUCCESSION PLAN?
- ARE YOU TRYING TO MAXIMIZE THE FIRM VALUE FOR POTENTIAL SALE?

HERE'S WHAT YOU'LL GET:

- STRATEGIC CONVERSATIONS WITH BOTH JON BARTOS AND GREG DOERSCHING
- DISCOVERY CONVERSATION
- ASSESSMENT CONVERSATION
- IN-DEPTH WRITTEN ASSESSMENT OF ALL ASPECTS OF YOUR RECRUITING FIRM
- PERSONAL ROADMAP RECOMMENDATIONS

NORMALLY \$2500.00 VALUE - BLACK FRIDAY SPECIAL - **\$1000.00**

SEND AN EMAIL TO GREG@NEXTLEVELEXCHANGE.COM WITH QUESTIONS OR TO SIGN UP



BEATING A COUNTER OFFER – “THE 5-ACT PLAY SPEECH”

1. Shocked and Amazed – “I can’t believe this is happening I didn’t see it coming.”
2. Saddened – “I hate to see you go; you’ve been such a good friend to the company.”
3. Questioning your thought process – “Have you thought this through, what about....?”
4. The hidden promotion or project – “Boy, the timing of this couldn’t be worse. I hadn’t told you about it yet, but I’ve been thinking of moving you into...”
5. Stalling Tactic – “Well, let’s not do anything permanent until I have a chance to talk to some people.”

NEXT LEVEL COACHING

CONSULTING, COACHING, MENTORING, TRAINING

GREG DOERSCHING

414-421-7522

GREG@NEXTLEVELEXCHANGE.COM