

Top Echelon

BECOMING A TALENT AGENT

MASTERING THE MPC
MARKETING STRATEGY



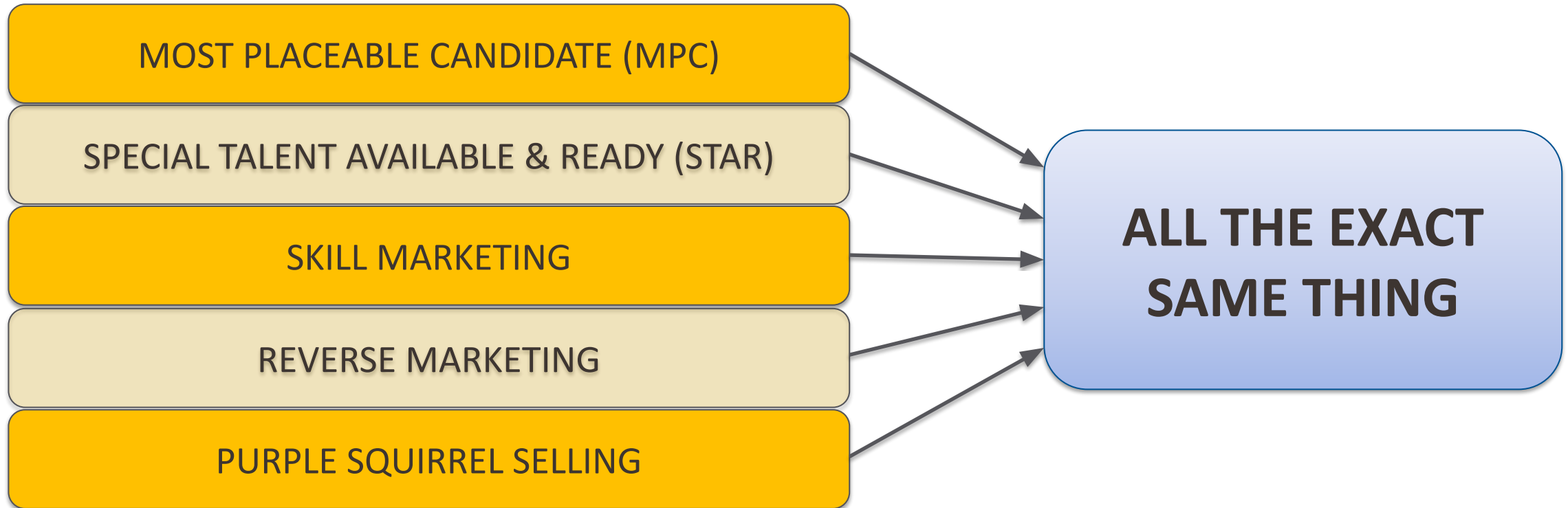
GREG DOERSCHING



NEXT LEVEL
Coaching

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

Paul J. Meyer



MPC (STAR) Marketing is reversing the recruiting process – we take a great candidate and market them to a group of companies

Desirable Traits of an MPC/ STAR Candidate:

MUST HAVE ALL OF THESE:

Possesses a Marketable skill (i.e., Electrical engineering, java developer)
Realistic compensation expectations
Clearly defined location/geographical requirements
Realistic timeframe for interviews and start dates

PLUS AT LEAST 2 OF THESE:

Promoted at least once internally
Received a Blue-chip education (their school has a great reputation)
Worked for at least 2 different companies

PLUS 1 OF THESE:

Has checkable references
In-hand letters of recommendation



THE MPC SETUP:

○ TALKING POINT OUTLINE:

- Your Employer will NOT manage your career
- They want you to stay put
- Beware “Title” only promotions
 - You’re a “senior” (insert title here)
- I provide you 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**



THE MPC SETUP:

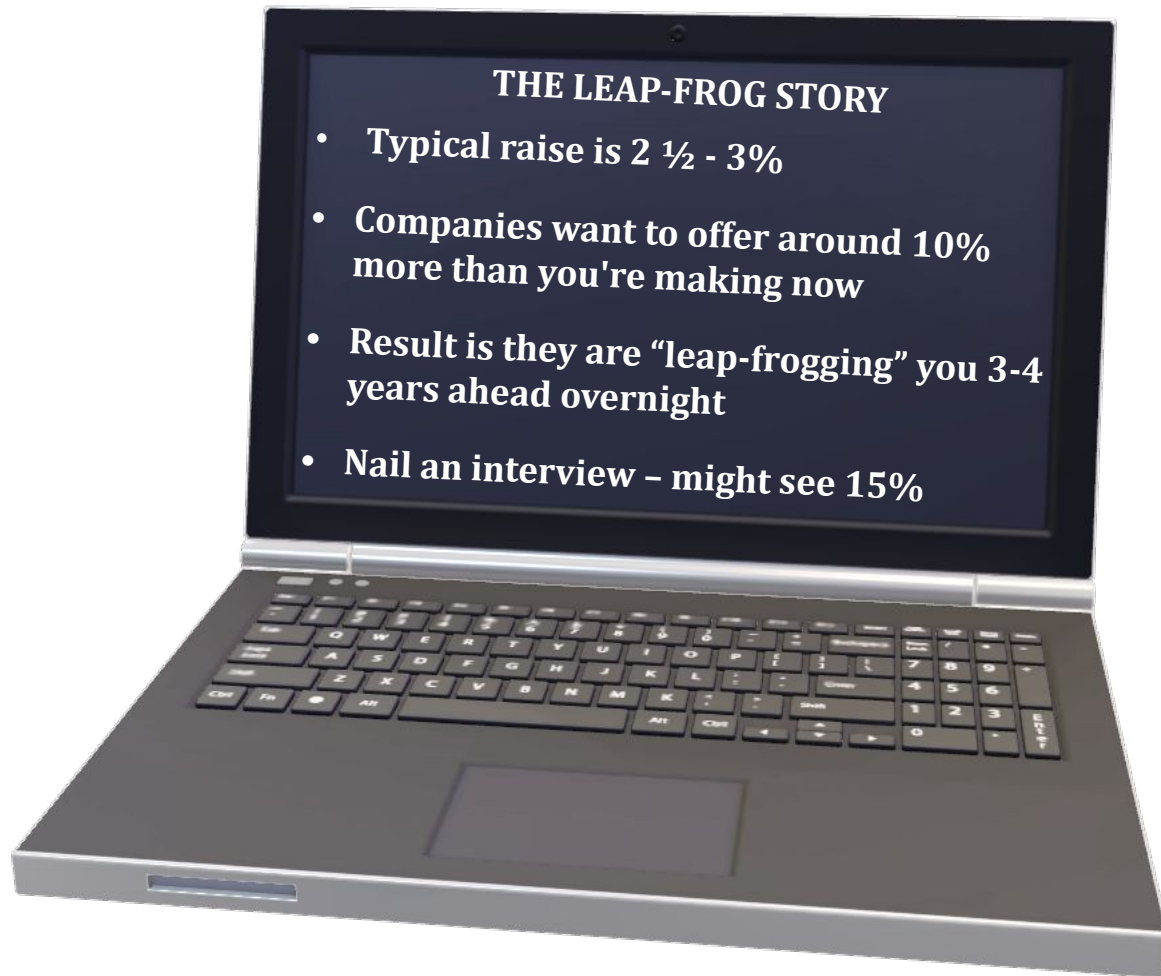
- _____, *One thing I know for sure is that your current employer is not going to manage your career for you. They will try to keep you in a role your successful at as long as possible because it's a problem they don't have to worry about. They will do things that kind of "fool" employees into thinking they are advancing their careers. Such as making you a "Senior" something – same exact job responsibilities as before only they changed your title and your pay. That's not really a promotion. One of the key things I provide candidates I work with is the idea that I will ALWAYS be on the lookout for ways they can advance their careers. You and I both know that most people's best career moves don't happen when they are looking for a job. They happen when someone hears about an opportunity – usually from a friend of a friend - and decides to pursue that opportunity. Well, for the rest of your career that's the role a good recruiter should play – they become your PROFESSIONAL friend of a friend, So, if that make sense, I'd like to talk with you about exactly what you would like your next step to look like.*

DISCOVERY CONVERSATION:

- **Location** is always an instant deal breaker for people – so what would you be thinking about as far as location – would you want to stay where you live right now?
 - (If yes – how far is a reasonable commute for you) - **Get out a map and draw boundaries based on roads**
 - Are there other locations you would honestly find desirable to move too?
- Now let's talk about the type of **role you want to play** – because titles are an empty thing – you can go to work for yourself and be a “President” – what I want to know is what you really want to be doing at work every day.
- Based on what you just told me – talk to me about your **marketable strengths** – if you had to “sell” yourself to a company what are the most unique skills and experiences you'd want them to know your bringing to the table.

DISCOVERY CONVERSATION:

- That's excellent, now talk to me about the **type of company** you'd like to be a part of – big publicly traded? Small mom and pop shop? Something in-between?
- Are there **specific companies** you know you'd like to be a part of? Companies you'd want me to stay away from?
- Obviously, **money** makes the world go round – what where you looking for in terms of salary?
 - **I would be looking for around \$120,000**
 - **Ok, how did you come up with that number?**
 - Most candidates will reveal important clues about their decision making process at this point.
 - **When did you get your last raise?**



KEY MONEY TALKING POINTS

- Their personal circumstance is the only thing that matters.
- Be direct with people about money – don't hedge.
- Be the expert – “our firm has helped thousands of people improve themselves financially – this is what we know to be true.

THE SPIN:

- Name based on what you just told me there is a different idea I have. We do something with a very select group of people each year where we reverse the Recruiting process and instead of waiting for an opportunity to open that fits your background we go and 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 exactly the type of position you'd like to have next and then help you go find that.
- Is this something you'd be interested in?

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 just sent me.
- When they are done, I will email the list to you, and you can go through it and amend it anyway you want.
- Once I have that agreed upon list, I'll start making very confidential calls to see who's interested.
- What I will also do is 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 just go from there – sound like a good place to start?

Candidate Profile

Candidate: PD60535

Submitted for: Senior Level Operations Roles



Expected Compensation Outline:

Base	\$123,000	Vacation	Currently has 3 weeks
Relocation	Candidate would need full relocation	Other	Candidate is due his Quarterly bonus on July 1 – he is expecting \$3500 – we’ll need to address this

Qualification Matching Grid

What Clients Look for:	What Candidate Has:
BS Degree	BS Dairy Science – 1981 MBA – Penn State – 1989
Dairy Experience	- Current: 3 years as Operations Leader with \$750M 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 \$110 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: Candidate and his family are originally from Wisconsin so the idea of getting home is very appealing to them.

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

Candidate Profile

Candidate: PD60535

Submitted for: Senior Level Operations Roles



Expected Compensation Outline:

Base	\$123,000	Vacation	Currently has 3 weeks
Relocation	Candidate would need full relocation	Other	Candidate is due his Quarterly bonus on July 1 – he is expecting \$3500 – we'll need to address this

Qualification Matching Grid

What Clients Look for:	What Candidate Has:
BS Degree	• BS Dairy Science – 1981 MBA – Penn State – 1989
Dairy Experience	• Current: 3 years as Operations Leader with \$750M 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 \$110 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: Candidate and his family are originally from Wisconsin so the idea of getting home is very appealing to them.

Professional: Candidate'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:

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



1st ATTEMPT:

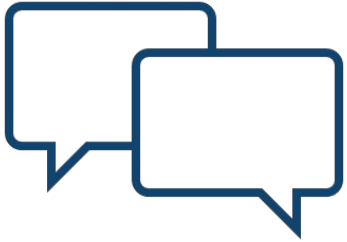
"NAME, this is YOUR NAME, I'm the TITLE of FIRM NAME, I'm calling regarding a very high-profile candidate from one of your competitors that's looking to make a change. Because of his search's confidential nature, he's working with me to represent him, and I'm hoping to talk with you about this candidate. If you would give me a call at YOUR NUMBER, I'll look forward to talking with you."



2nd ATTEMPT:

"NAME, this is YOUR NAME. I left you a message early this week – trying to schedule a call for you with a very high-profile candidate from one of your competitors looking to make a change. This is extremely confidential which is why I haven't sent you an email regarding this person. If you could give me a call at YOUR NUMBER, I'll be glad to answer any questions you have and take care of all the arrangements. Thank you."

“Good Morning, this is Tim.”



“Tim, good morning! This is Thomas Grey with ABC Search Group – I’m glad I was able to reach you. I was giving you a call this morning as a simple professional courtesy, because I am working with a gentleman now who is an exceptional Project Engineer for one of your competitors that is seeking to make a change. He’s working with me so that he can confidentially reach out to specific companies to see about the possibility of a mutual interest. So, I called to see if you would entertain a conversation with a true “A” player with 10 years of electrical engineering experience who works extensively with gas reclamation systems?”

Only 2 ways this call can go – YES or NO?

NO Response –

- “No problem, I realize sometimes it’s not the right time to add people no matter how good their experience is. Let me ask you this – because we specialize in finding these types of “A” players – especially ones with strong engineering backgrounds. Is there an area where you would might need to add some talent to your team?”

YES Response –

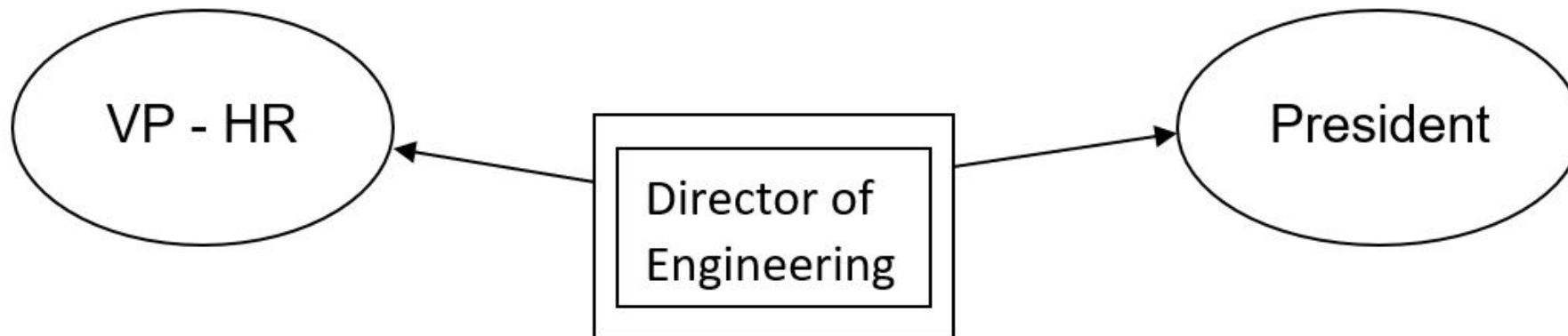


Sphere of Influence – Email STAR Marketing

Go after 3 people...

1. The likely Hiring manager
2. The President/CEO
3. The highest-ranking HR person

Sample Sphere for Star Marketing a Project Engineer:





SUBJECT LINE: (Candidates Title) – (Targeted Location)

To: (Put the likely Hiring Managers email here)

Cc: (Put Pres/CEO and HR persons email here)

As a matter of professional courtesy, I wanted to make you aware of an individual with superior skills in INSERT SKILL HERE. This person is currently with a well-known and well-respected organization (or direct competitor of yours), and they have expressed a specific interest in leaving that group. He/She is being extremely selective and confidential in his/her search and is working with me to represent him/her.

I am attaching a "blind" version of his/her profile for your review. If you have any interest in speaking with the person about opportunities with your company, please feel contact me and I will give you full details on the candidate.

Looking Forward,



SUBJECT LINE: Follow Up – (Candidates Title)

To: (Put the likely Hiring Managers email here)

Cc: (Put Pres/CEO and HR persons email here)

Earlier this week I emailed you the profile of someone who is an expert in the area of INSERT THEIR CORE SKILL. As a matter of fact, they recently INSERT THEIR FACT THAT SELLS DETAILS HERE. In the current market these people are extremely hard to find which is why I wanted to bring him/her to your attention. If you're curious about his/her background, I'll gladly answer any questions you have. I will also assume that if I don't hear from you, I'll assume it means you're not interested in his/her background at this current time.

Thank you,

THE PLACEMENT PROCESS



I AM MORE INTERESTED IN GETTING A DEAL DONE
THAN LOOSING IT BECAUSE OF “STICKER SHOCK”
ON THE PART OF MY CLIENT



Placement Fee: The placement fee for CANDIDATES NAME is a flat fee of \$XXXXXX and will not change regardless of the final compensation offered and accepted by CANDIDATES NAME. This fee is protected by our 6-month replacement program outlined below. This fee is due and payable in full within 10 business days from the start date of employee.

Referral of Candidates: A candidate is considered referred when YOUR COMPANY NAME identifies a candidate by name and current employer (or most recent employer if candidate is currently unemployed) in connection with a specific search opportunity or with notification by presentation of a resume of a candidate seeking employment with CLIENT COMPANY. The referral of a candidate, either orally, electronically or in written form, is done at the request of CLIENT COMPANY and is confidential. Neither a candidate nor a resume may be referred to any individual or entity outside of CLIENT COMPANY without the prior written consent of YOUR COMPANY NAME. CLIENT COMPANY acknowledges and agrees that if YOUR COMPANY NAME is the "procuring source" of interest in a particular candidate, YOUR COMPANY NAME will be given full referral credit for said candidate, without regard to whether CLIENT COMPANY may have had access to said candidate's name or background via job boards, resume databases, or other means as long as the CLIENT COMPANY has not directly conducted a face-to-face interview with the candidate in the preceding 180 days. YOUR COMPANY NAME is entitled to full credit for the referral of candidate's background. CLIENT COMPANY further agrees that should any candidate referred to COMPANY NAME be hired by CLIENT COMPANY or any of its affiliated companies within 365 days from the date of original submittal then YOUR COMPANY NAME is owed a full fee in accordance with the terms agreed to above.

Replacement Policy:

If the candidate placed with CLIENT COMPANY voluntarily terminates their employment or is terminated for cause as explained in writing by CLIENT COMPANY within 5 business days of the departure of candidate within the six months of employment the following replacement program will be followed:

# of days Candidate Employed:	What we will do:
1 to 30	60 days to find replacement if no replacement found 100% of the fee <u>credited</u> to client
31 to 90	60 days to find replacement if no replacement found 50% of the fee <u>credited</u> to client
91 to 180	60 days to find replacement if no replacement found 25% of the fee <u>credited</u> to a new search

Replacement Voided: The above policies shall not apply if the candidate's employment is terminated due to a layoff for any reason, elimination of position, a substantial change in the job description or reporting structure, or a change in the candidate's compensation package. YOUR COMPANY NAME shall not be liable for any compensatory or other damages resulting from the employment of the candidate. The replacement policy only applies to the original candidate placed in a particular - it is not valid for any subsequent candidates placed in that role.

Equal Opportunity Employer: YOUR COMPANY NAME has an ongoing commitment to recruit and refer the most qualified candidates, basing our judgment on their job-related qualifications. For this reason, we actively recruit and refer applicants for all jobs without regard to race, color, religion, sex, age, marital status, national origin or any other reason prohibited by federal, state or local law. We also recruit and refer qualified handicapped individuals, veterans and disabled veterans as job applicants.

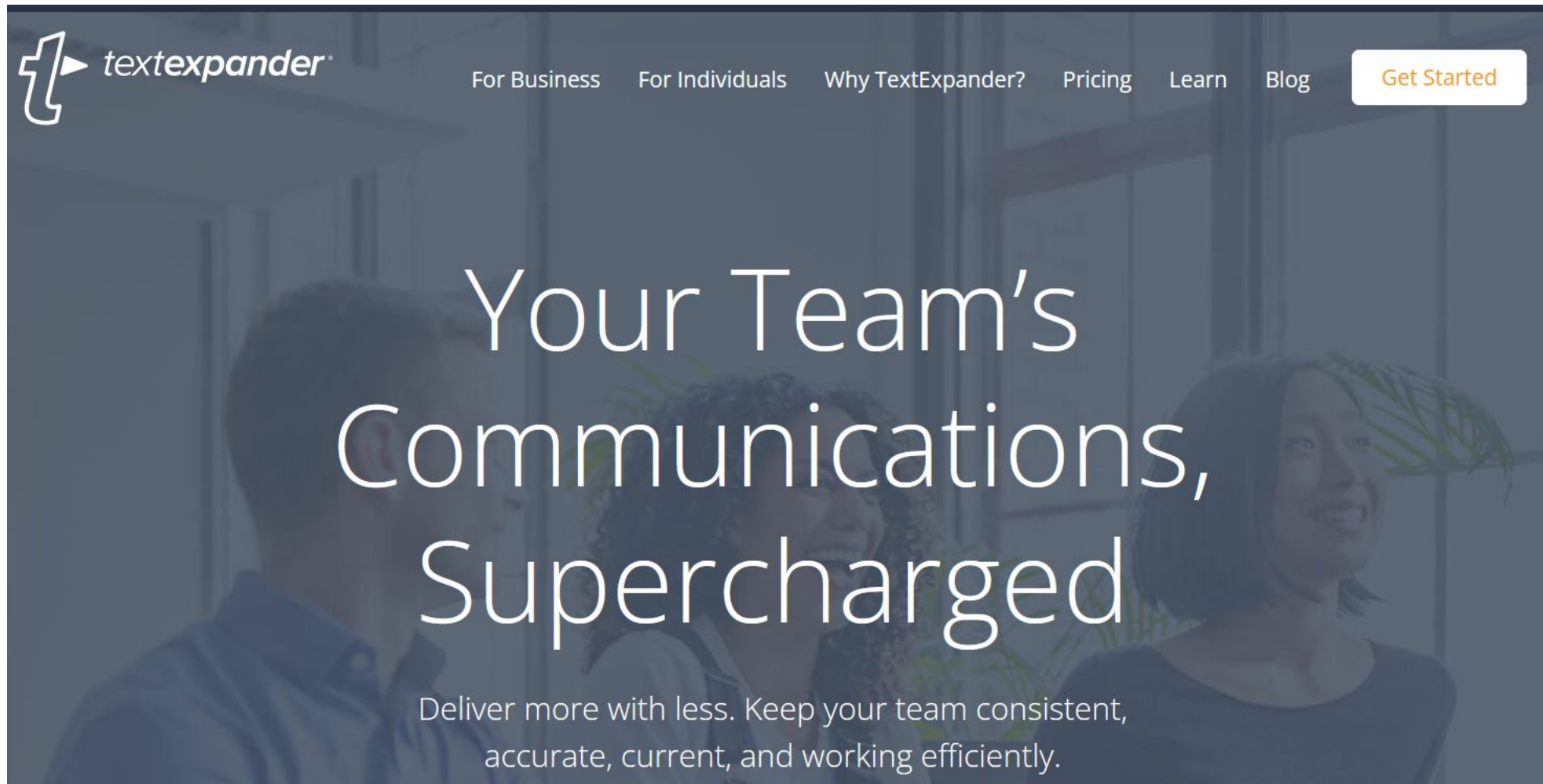
This agreement may only be amended in written form signed by both parties.

We agree to abide by the above terms:

COMPANY NAME
FName LName
Title

YOUR COMPANY NAME
Greg Doersching
Managing Partner

Placement Fee: The placement fee for CANDIDATES NAME is a flat fee of \$XXXXXX and will not change regardless of the final compensation offered and accepted by CANDIDATES NAME. This fee is protected by our 6-month replacement program outlined below. This fee is due and payable in full within 10 business days from the start date of employee. In the event that you would request COMPANY NAME to source additional candidates for you that are similar to this one we can and will do that for you in that case a fee for any of those additional candidates will be calculated at 25% of the first-year base salary of the person hired.

The image shows the header of the TextExpander website. It features a dark blue background with a blurred photo of three people in an office setting. The TextExpander logo is in the top left, and a navigation menu is in the top right. The main headline is centered in large white text, and a sub-headline is centered below it in smaller white text.

 **textexpander**

[For Business](#) [For Individuals](#) [Why TextExpander?](#) [Pricing](#) [Learn](#) [Blog](#) [Get Started](#)

Your Team's Communications, Supercharged

Deliver more with less. Keep your team consistent,
accurate, current, and working efficiently.

MPC - Darrel Maxwell - Feb 2022 - Plant Manager

Add a memo to this record.

JOB TITLE

Job Title* MPC - Darrel Maxwell - Feb 2022 - Plant Manager

Company Griffin Search Group

GENERAL

Country United States of America

City

State, Zip -

Job Type Direct Hire

JOB DESCRIPTION

6 characters

Verdana

11pt

Formats

B

I

U

A

A

☰

☰

☰

☰



#MPCJO

TextExpander — #MPCJO (Firefox)

Position Desired:

Desired Position Notes

Type of Company most desired:

Company Preference Notes

Location Preferences:

Location Notes

Expected Compensation:

Salary Expectations Other

Compensation Notes:

Other Comp Notes

Motivation Notes:

What is motivating them to make a change?

Companies Candidate would like to Target:

Targeted Companies

Accomplishments to Sell:

Accomplishments

Other Notes:

Other Notes

▲ MPC - Darrel Maxwell - Feb 2022 - Plant Manager

Add a memo to this record.

JOB TITLE

Job Title* MPC - Darrel Maxwell - Feb 2022 - Plant Manager

Company Griffin Search Group

GENERAL

Country United States of America ▼

City

State, Zip - ▼

Job Type Direct Hire ▼

Position Desired: Plant Manager at 200 employee+ or Dir of Ops at 100-200 facility

Type of Company most desired: Privately held less than 500 employees - No Co-ops

Location Preferences: Wisconsin is first choice - then OH, IA or KS

Expected Compensation: \$115,000 Base

Other Compensation Notes: Has 3 weeks vacation and gets 15% bonus paid out in April 1

Motivation Notes: The company was just acquired by a PE firm

Companies Candidate would like to Target: Cheese Companies - all are ~~ok~~ but prefer Italian Cheese

Accomplishments to Sell: Increase production by 22% while lowering costs by 9%

Other Notes: Wife is a QC Manager in Cheese

[For Business](#)[For Individuals](#)[Why TextExpander?](#)[Pricing](#)[Learn](#)[Blog](#)[Get Started](#)

● For individual
users

Individual

\$3.33

per user per month
Billed annually at \$39.96

Communicate faster and
smarter so you can
focus on what's
important.

[Get Started](#)

●● For small teams
up to 9 users

Business

\$8.33

per user per month
Billed annually at \$99.96

Collaborate and
communicate effectively
with your team.

[Get Started](#)

●●● For growing teams
10-50 users

Growth

\$10.83

per user per month
Billed annually at \$129.96

Advanced user
management and data
insights.

[Get Started](#)

●●●● For enterprises
over 50 users

Enterprise

Pricing based on your
needs and usage

Custom solutions and
personal support.

[Request
Consultation](#)

NEXT LEVEL COACHING

CONSULTING, COACHING, MENTORING, TRAINING

GREG DOERSCHING

414-421-7522

GREG@NEXTLEVELEXCHANGE.COM