



GREG DOERSCHING



STOP SELLING!
YOU'LL MAKE MORE SALES



The Core Operating System

- You are not "selling." You are building relationships and tracking progress focusing on consistency.
- In recruiting, it is a statistical reality the 80% of all sales happen during the 5th conversation or later.
- If you do not track conversations and milestones, you are relying on optimism instead of a system.

The model is simple: track two things for every company/contact.

1. Conversation count (1 through 10).
 2. Milestones (the moments that prove the relationship is getting real).
- Your monthly objective is not "close more deals." Your monthly objective is to **move people forward on the ladder.**



Strategy Overview



Building Your BD List

Most recruiters treat prospecting like a separate activity. It is not. It is one managed pipeline. For 2026, your tracker is a single master list with three blocks, in this order:

BLOCK 1

Existing clients – focus on new people inside the client

Start with your current clients but focus on contacts inside those companies you are not actively talking to. This is the easiest leverage you will ever have, because you can open with the truth.

- "I'm already working with so-and-so. I wanted to introduce myself to you."
- "We've been helping your organization with roles like this. You and I haven't met yet, and I figured it was time."

 **Why this goes first:** you are not a stranger; you are already in the building. These relationships typically move to milestones faster because credibility is pre-loaded.



Building Your BD List

BLOCK 2

Past conversations - no milestones yet

Next, list every contact you have spoken with before where the relationship is still polite but pointless. They have not asked meaningful questions, and you have not reached any milestone moments.

Examples of "meaningful questions" you want them asking:

- "What are your fees?"
- “Who else have you worked with?"
- "How do you run these searches?"

These people are not dead. They are just stuck. Your job is to **move them to Conversation 5+** by being useful and staying consistent.



Building Your BD List

BLOCK 3

Cold prospects - 100 people you have never spoken to

- Now build the future. Add 100 prospects where you have had zero conversations.
- Not a handful. **One hundred.**
- They should be 80% Vice Presidents.

This is where you can run a drip-and-flip approach to start the chain of conversations:

Drip
First 3 conversations are all about them and their future or the state of the industry.

Flip
A direct conversion move that turns a drip touch into a real conversation. Be strategic it should be a Rockstar MPC or a position you’ve seen open for 30+ days.

The goal is simple – build a relationship first – don’t try to sell anything!



KEEP YOUR TRACKING SIMPLE

	A	B	C	D	E	F	G	H	I	J	K	L
1	Monthly BD Advancement Tracker				2026 CONVERSATIONS							
2	Type	Contact Name	Job Title	Organization	1	2	3	4	5	6	7	8
3	Client	Bob Johnson	VP of HR	Klondike	1/6/26							
4	Connection	Sally Smith	Plant Manager	Klondike-IL	1/9/26	1/28/26	2/7/26					
5	Connection	Jon Vanhorn	Plant Manager	Klondike-WI								
6	Client	Trevor Resch	COO	Buddah Co								
7	Connection	Becky Walsch	VP of HR	Buddah Co								
8	Client	Harvey Gold	CFO	Wesgate								
9	Connection	Amanda Foxx	Dir of HR	Wesgate								
10	Warm	Jordan Blimer	VP of Ops	XYZ Corp								
11	Warm	Billy Mayes	Owner	Denton Inc								
12	Warm	Kaleb Meeks	VP of HR	LaMacchia Grp								
13	Warm	Gina Ryan	CEO	Mimi Corp								
14	Target	Andrew Bacon	VP of Ops	NKUnion								
15	Target	Colin Homan	VP of Ops	Streaming Inc								
16	Target	Bev Holiday	VP of HR	Pokes Products								
17	Target	Donna Sidesky	Dir of HR	Columbus Co								
18	Target	Julie Cohorst	VP of Sales	Stout Group								
19	Target	Ellen Lee	VP of Ops	Kennevey's								

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What Counts as a Conversation?

A conversation is not "I asked for a job order and got rejected." A conversation is any meaningful touchpoint where you build credibility and become memorable.

A conversation counts when you:

- Talk for more than 5 minutes
- Ask smart questions.
- Share relevant market insight.
- Demonstrate you understand their world.
- Create a natural reason to follow up.

Example: "We're putting together a quick article on the shortage of CPAs in Cleveland. I'd love your take - what are you seeing?"



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The Milestones

Milestone: Marketing materials sent

This happens when the conversation goes long enough that you can say, "I'm going to send you a quick packet of information on our firm, so you know who we are and what we do."

Milestone: Products Discussed

When you have a discussion outlining all of the different solutions you can offer a client – Executive Search, Contract Solutions, Pipeline Prime, Outplacement Services, etc.

Milestone: Fees discussed

When you have a conversation that centers around pricing – especially one that clearly outlines why financially committed searches are the best solutions.

Milestone: Contract Sent/Contract Signed

When you have moved the needle far enough that you send them Your contract and they sign it.

KEEP YOUR TRACKING SIMPLE

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	Monthly BD Advancement Tracker				2026 CONVERSATIONS										MILESTONES									
2	Type	Contact Name	Job Title	Organization	1	2	3	4	5	6	7	8	9	10	Marketing Material Sent	Products Discussion	Fees Discussed	Contract Sent	Contract Signed	JO Rcvd	MPC Convo	Offer Made to Candidate	Candidate Acceptence	Repeat Assignment
3	Client	Bob Johnson	VP of HR	Klondike	1/6/26															X				
4	Connection	Sally Smith	Plant Manager	Klondike-IL	1/9/26	1/28/26	2/7/26								X		X							
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First Contact – The Relationship Begins

Voicemail — Talent-Agent Positioning

Hi {FirstName}, this is {YourName}. I’m an executive recruiter. I work exclusively in the {industry} industry, but we have a very different approach here at my firm. We are much more talent agents than recruiters. I saw your background—I’ve seen the advancements you’ve made in your career already—and I’m hoping to get 15 minutes to talk to you about you and your future.

If you would, please give me a call back at your convenience. I’ll be happy to talk with you more about what I have in mind. {phone}.

(Voicemail #2 is simply a reinforcement of the first one.)



First Contact – The Relationship Begins

Live Pick-Up Opener

Good {morning/afternoon}. My name is {YourName}. I’m an executive recruiter. I work exclusively in the {industry} industry. I’m not trying to sell you anything. I’m calling because every year my firm gets a number of senior-level, very confidential searches.

Based on what I saw in your background, you’ve obviously accomplished a lot already and it looks like you still have lots of runway to do more. I was hoping to take 10 minutes and talk to you about you and your future.

If now is not a good time, I’m happy to talk with you anywhere up to nine o’clock in the evenings. Just tell me when and where and I’ll be happy to talk then. Do you have a few minutes to talk about your future?



First Contact – The Relationship Begins

Talent Agent Explanation (Taylor Swift Analogy)

When I say talent agent, here’s what I mean.

You are every bit as important in the world of {industry} as Taylor Swift is in the world of entertainment. If Taylor decides she wants to make a movie, she doesn’t start reading a thousand scripts on her own. No.

- Agent asks: what kind of movie? hero or villain? money expectations? boundaries?
- Agent filters, brings only the best-fit scripts.
- That’s what I do for executives — keep them informed of the right opportunities.
- Do you see the same runway for yourself that I see for you?
- Transition to discovery: Tell me what your next role should look like.

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First Contact – The Relationship Begins

Discovery Questions — First Conversation

- What do you want your next role to look like?
- What responsibilities do you want? What problems do you want to solve?
- Location—where do you want to be? Relocation? Travel?
- Type of company—stage, ownership, culture?
- Compensation—how much are we talking about?
- Education and authorization to work?
- What do you like to do when you’re not at work?



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Sales Drop-Ins



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- 1. It's a conversation like this that led me to placing the New Vice President of Operations with Sargento last month.**
Why it works: Positions you as someone who thinks in terms of career arcs, not openings to fill.
- 2. In the [INDUSTRY] business especially, people outside the [INDUSTRY] don't realize how unique the complexities of our industry are when we have to locate talent like yours – being an [JOB TITLE] in [INDUSTRY] is not the same as being an [JOB TITLE] anywhere else.**
Why it works: Sounds industry-specific and proves you understand that title inflation is real in niche markets.
- 3. In the last 3 years I've placed [X number] of [JOB TITLE] and the one thing I found consistent with all of them is that what they were doing and who they were doing it for was more important to them than just simply the comp package.**
Why it works: Lowers resistance and frames you as an advisor instead of a salesperson with quota breath.
- 4. One of the most unique things I've found about the [INDUSTRY] is that very few other industry translate readily into our world. You don't find people outside our industry talking about [UNIQUE INDUSTRY FACTOID]**
Why it works: Implies your knowledge of the subtleties of a specific niche.

Discovery Intelligence Gathering

- “When you look at the team you’ve built, where have you had to over-index personally because you did not quite have the bench you wanted?”**
What you are really trying to learn: Where they are covering for missing talent. Where the team is thin. Where they do not trust the bench.
- “As your role expanded, what kinds of leadership or technical capabilities became more important than you originally expected?”**
What you are really trying to learn: What the business needed next that the org was not ready for.
- “If you were walking into that business again today, what would you upgrade first on the people side?”**
What you are really trying to learn: Where the biggest people-side weakness sits right now.
- “What types of roles or profiles ended up having a bigger impact on performance than people outside the business might realize?”**
What you are really trying to learn: Which roles quietly drive results. This is where hidden-value hiring lives.



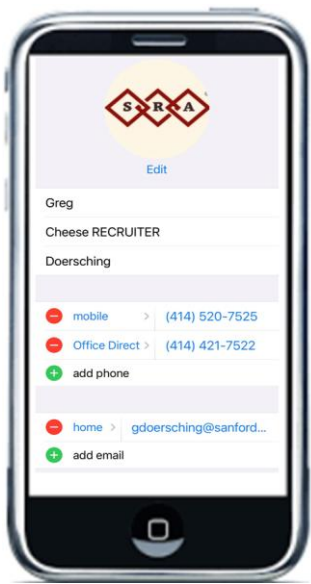
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First Contact – The Relationship Begins

Conversation Wrap Up

Three Objectives:

1. Contact information in their cell phone
2. Marketing Packet Sent
 - “Paul, I'm going to drop a copy of information on my company in the mail to you just so you have more information on who we are and what we do”
 - Send this candidate your regular marketing packet (the key is to become memorable)
3. “If there is anything I can do to help”
 - People remember people who help them!



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First Contact – The Relationship Begins

Why Send a Physical Marketing Packet

- Tangible mail grabs attention and boosts memory retention.
- Cuts through digital clutter, standing out in inbox-fatigued markets.
- Builds trust and credibility through physical, high-value presentation.
- Stays visible longer, offering repeated brand exposure.
- Integrates easily with digital follow-ups for stronger engagement.
- Proven to deliver higher response rates and ROI than digital-only ads.



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The Marketing Packet

MARKETING PACKET GUIDE

What is the overarching goal of this marketing packet?

We are trying to create 3 things that will get a prospect to become a client:

- 1. **CREDIBILITY** – we are the experts and we prove we are the best solution.
- 2. **MEMORABILITY** – we are the first solution that comes to mind when they have a problem.
- 3. **LIKEABILITY** – we come across as someone who they will enjoy doing business with.

Marketing Packet Contents:

What goes in each packet will depend on the situation – however there are some documents that will be a part of every packet.

Include these pages always:

- 1. Search Firm one-pager (your who, what, where, when, how, why document)
- 2. Personal Biography Page
- 3. Search Offerings page
- 4. Pricing Options page
- 5. Key Leaders or Our Team page(Optional – depending on size of firm)

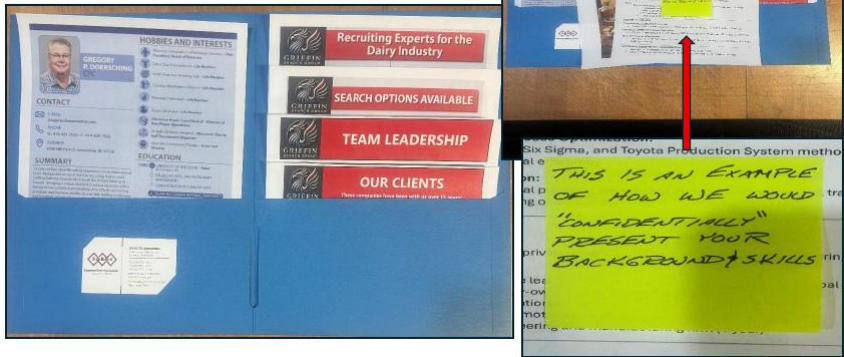


The Marketing Packet

Situational Additions:
These items just go in the center of the folder not in one of the pockets, so they are the first thing the recipient looks at.

- First Conversation with a Candidate that is being targeted as a BD Flip
- Sample of a Blinded MPC one-pager
 - Sample of a Completed Candidate Submittal Document

- Targeted Marketing Packet
- Sample of Completed Candidate Submittal Document
 - Sample of Search Strategy Document
 - Sample of Search Progress Summary
 - Sample of Weekly Status Report
 - Most Recent Industry Salary Survey (if available)





The 2nd Conversation – Interim/Fractional Roles

Script

Hey {FirstName}, when we spoke last time about your career direction, something popped into my head that I wanted to run by you.

Would you ever consider taking on an interim role as a {target role, e.g. VP of Operations}?

Here’s why I ask: roughly 80% of the time, the person who steps into an interim position ends up becoming the permanent hire. It’s the single best way to get your foot in the door at a company that may not yet have the full-time opening but absolutely needs the skill set.

These companies are usually in transition — someone retired, resigned, or was promoted — and they need a leader now while they stabilize or evaluate what comes next.

An interim role lets you show value quickly, build relationships, and often shape the scope of the eventual position. You’re not competing in a stack of resumes; you’re already in the chair proving you can do the work.

Plus, it’s a great strategy for people who want to stay in motion while being selective about their next full-time step.

So, I’m curious — if the right situation came along, is that something you’d even want me to keep an eye out for?



The 3rd Conversation – The Protégé Call

Purpose

This is the third touchpoint in the Drip n Flip sequence. By now, the person knows who you are, trusts you, and sees you as their “talent agent.” This call flips the dynamic — we pivot from talking about their career to engaging them as a source of influence.

Opening

“Hey Bob, it’s Greg Doersching. Thank you for getting back to me — I really appreciate it. As you know, one of the things we believe here is that being a great recruiter is about having a talent agent mentality. The same way I talked to you about your future is the same way we talk to everybody we represent.”

Context and Pivot

“Now, here’s why I’m calling. I’ve got a client right now who’s asking me to find a [insert position — e.g. Senior Operations Manager, Cost Accountant, VP of Engineering]. And look — I know this isn’t for you. You’re not looking. But based on our conversations, it occurred to me that you’ve probably had a protégé somewhere along the line — someone you took under your wing, someone you think really deserves to get ahead.”

“You know, that person who just got it — they listened, they grew, you enjoyed watching them develop. I’m betting you’ve got at least one or two of those people in your career. That’s who I’m hoping to talk to.”

The Flip from Candidate to Client

STEP 4: THE SETUP EMAIL

When Discovery Uncovers Potential: Facilitate the handoff to your senior team with a concise, action-oriented email.

Subject: Quick Follow-Up from [Your Name]

Hi [Name],

Our owner reviewed my notes and asked me to coordinate a meeting with you. Do any of the following slot's work? I'll send a calendar invite once you confirm.

[Date/Time Options]

Looking forward to connecting!

Best regards,

[Your Name] | [Firm Name]



The Flip Call

The last step involves your senior team. This is where the "Boss" positions the candidate as a Most Placeable Candidate (MPC) or explains your firm's referral sales model. It is a chance to strengthen the relationship, broaden the conversation, and move toward meaningful business outcomes, all while showing the candidate that their value is recognized at the highest level.

Once the call is scheduled, the firm owner can take one of three approaches:

- 1. MPC (Most Placeable Candidate) Pitch:** Frame the candidate as an active opportunity.
- 2. Open Position Call:** You have a position open that is in the heart of our specialty.
- 3. Pipeline Prime Program:** You sell them a legitimate cost saving alternative to contingency search.
- 4. Outplacement Services:** Sell them the service we already provide every day!



Pipeline Prime

Pipeline Prime transforms the front end of the search process into a structured, fee-based project. It enables us to position a new revenue-generating product that enhances our full-service posture with clients. By modularizing this early-phase work, we create meaningful flexibility in how we package and price our services—especially valuable when prospects are fixated on cost as their primary decision driver.



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Pipeline Prime

Project-Based Headhunting

- We deliver a defined scope: intake → targeted headhunting → screening → submittals.
- Establish a clear timeline with a concrete, predictable deliverable. 100 people in 30 days.
- Clients know exactly what they're purchasing and when it arrives.
- Eliminates open-ended searches and ambiguous expectations.

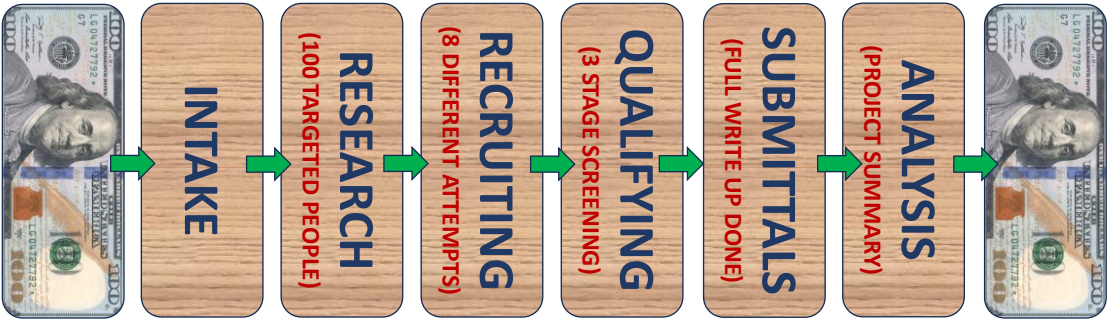


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Pipeline Prime

It's Time to Get Paid



Pipeline Prime

It's Time to Get Paid





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Outplacement Services

- **Purpose of the Program**
 - This outplacement solution is built for small and mid-sized companies that genuinely value their people and feel the emotional and cultural strain of releasing an employee they respect. The program offers a structured, dignified transition process that softens the impact of job loss, preserves internal morale, and reinforces your employer brand.
 - Instead of simply “ending employment,” this program signals, *“We still care about you even when the business must move forward.”*
 - It is a low-cost, high-ROI way for leadership to handle separations with humanity while giving departing employees professional-grade tools to accelerate their job search.

Outplacement Services

- How the Program Works**
- Step 1: Initial Transition Consultation (45–60 minutes)**
 - Clarify goals and establish readiness for an effective job search.
 - Step 2: Resume & Cover Letter Optimization**
 - Strengthen documents to match recruiter expectations and market standards.
 - Step 3: LinkedIn Profile Enhancement**
 - Upgrade branding to increase visibility and searchability for recruiters.
 - Step 4: Job Search Strategy & Market Navigation**
 - Build a targeted, repeatable weekly plan to drive search momentum.
 - Step 5: Interview Preparation**
 - Practice role-specific interview techniques to improve confidence and performance.
 - Step 6: Offer Evaluation & Negotiation Support**
 - Provide guidance to assess offers and negotiate without risking opportunities.



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Outplacement Services

Pricing Structure

A simple tiered fee structure ensures transparency and fairness:

- **\$1,500** — Employees earning **under \$100,000**
- **\$3,000** — Employees earning **over \$100,000**

Fees are paid by the employer as a parting benefit and include the full suite of services listed above.

Program Positioning Statement

A supportive, structured transition program designed to help valued employees land their next opportunity faster—while allowing employers to handle separations with empathy, professionalism, and brand-safe leadership.

