

BUILDING AN OFFSHORE TEAM

An Owner's Keys to Growth and Profit



Greg Doersching





Paul Davidson

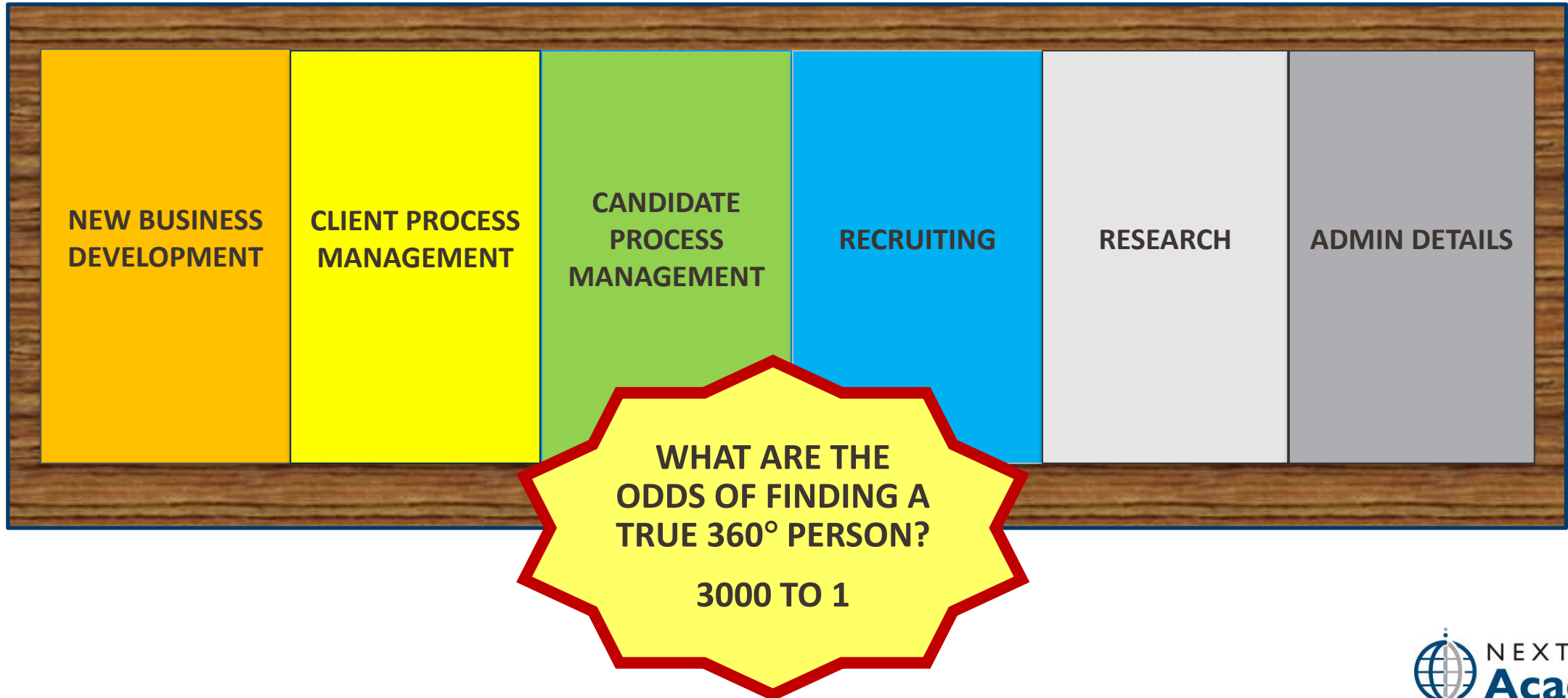
USA TODAY

Published 2:15 p.m. ET Feb. 7, 2023 | Updated 3:52 p.m. ET Feb. 7, 2023

On Friday, however, the Labor Department reported that employers added 517,000 jobs in January after payroll growth had slowed to a pace of under 300,000 the past three months of 2022 from more than 400,000 earlier. The unemployment rate fell to a 54-year low of 3.4%.

Strong job growth and robust employer demand for workers could spur faster wage gains that trigger higher consumer prices.

<https://www.usatoday.com/story/economy/2023/02/07/united-states/unemployment-rate/>



1. CANDIDATE POOL IS SMALLER FOR US TOO

2. SALARY EXPECTATIONS HAVE GROWN

- 2023 NEW GRAD SALARY AVERAGES

BUSINESS DEGREE	\$57,657
COMMUNICATION DEGREE	\$52,056
MUSIC DEGREE	\$48,686
PERFORMING ARTS	\$42,465

3. THE TURNOVER RATE IS TOO HIGH

- *85% OF ALL PEOPLE WHO TRY RECRUITING QUIT OR GET FIRED IN THEIR FIRST 18 MONTHS*

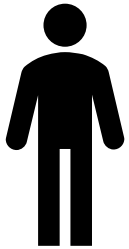
1. WE HAVE NOT DONE A GOOD JOB OF MAINTAINING RELATIONSHIPS WITH CANDIDATES IN OUR NICHE'
 - PROOF – AVERAGE DATABASE IS 40,000 PEOPLE – 90+% NO CONTACT IN LAST 2 YEARS
2. ELECTRONIC RECRUITING EFFECTIVENESS HAS SEVERELY DIMINISHED
 - PROOF – IN 2017 LINKEDIN BOASTED 85% READ RATE ON INMAILS – TODAY = LESS THAN 20%
3. RETURN CALL RATES HAVE DIMINISHED AND NUMBERS ARE HARDER TO FIND
 - PROOF – IN 2019 RETURN CALL RATES WERE 25% - TODAY = DOWN TO 15%
4. CANDIDATES – ONCE THEY DO DECIDE TO MAKE A CHANGE – HAVE MORE OPTIONS
 - PROOF – 2022 MORE TURNED DOWN OFFERS & ACCEPTED COUNTEROFFERS THAN EVER BEFORE
5. FILL RATES FOR SEARCHES HAVE CONTINUED TO DECLINE – MORE WORK FOR LESS REWARDS
 - PROOF – 2019 CONTINGENT FILL RATES – 32.2% 2022 CONTINGENT FILL RATE – 24.7%
6. COMPANIES HAVE HIT THRESHOLDS FOR “FEE COMFORT”

1. THE TRUE MANHOURS NEEDED TO MAKE A PLACEMENT HAS ALMOST DOUBLED OVER THE LAST FIVE YEARS
2. THE STRUCTURE OF OUR ORGANIZATIONS CANNOT KEEP PACE WITH CHANGE IN THE MARKETPLACE
3. THE PRACTICES WE HAVE HELD OVER THE LAST 30 YEARS SIMPLY WILL NOT WORK THE SAME FOR THE NEXT 30 YEARS

WHAT IS THE SOLUTION TO ALL THESE ISSUES?
BUILDING AN OFFSHORE TEAM

- 1. THE MANHOURS NECESSARY IN CURRENT MARKET CONDITIONS AT A FRACTION OF THE COST OF TRYING TO HIRE IN THE USA.**
- 2. THE ABILITY TO DEVELOP “SPECIALISTS” IN AREAS OF THE FIRM WE’VE ALWAYS WANTED BUT AVOIDED BECAUSE OF THE ROI OF THESE ROLES**
- 3. A DIFFERENT LEVEL OF WORK ETHIC THAN THE ONES WE ARE CURRENTLY EXPERIENCING FROM THE ENTRY LEVEL WORK FORCE**
- 4. A MUCH MORE PROFITABLE BUSINESS MODEL**

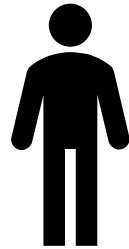
THERE ARE 5 PERSONALITIES WE NEED



THE PERSUADER

Primary skill is landing new business. They can change directions mid-conversation.

This is the hardest to find personality.



THE LEAD GENERATOR

This person has no problem being on the phone they just don't want to do anything to in-depth. Their mission is to set up calls for other people.



THE STORY-TELLER

This person has no problem being on the phone if they don't have to do "sales".

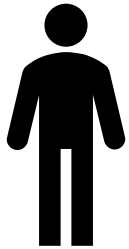
This is the personality you can develop.



THE INQUISITOR

This Person is consistently digging deeper. They discover the TRUTH and read between the lines.

This is the person who should do the QUALIFYING calls.



THE DATA MINER

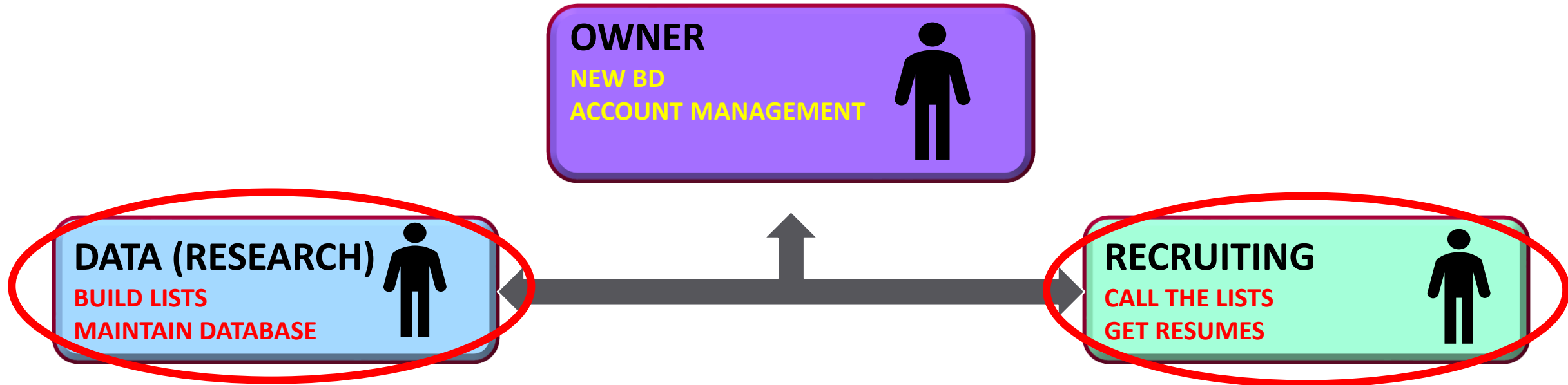
This person does not want to be on the phone but the can find, organize, manage and execute e-campaigns.

This is the one we overlook.

YOU ABSOLUTELY NEED A RECRUITING TEAM

9

MOVING FROM SOLO TO TEAM

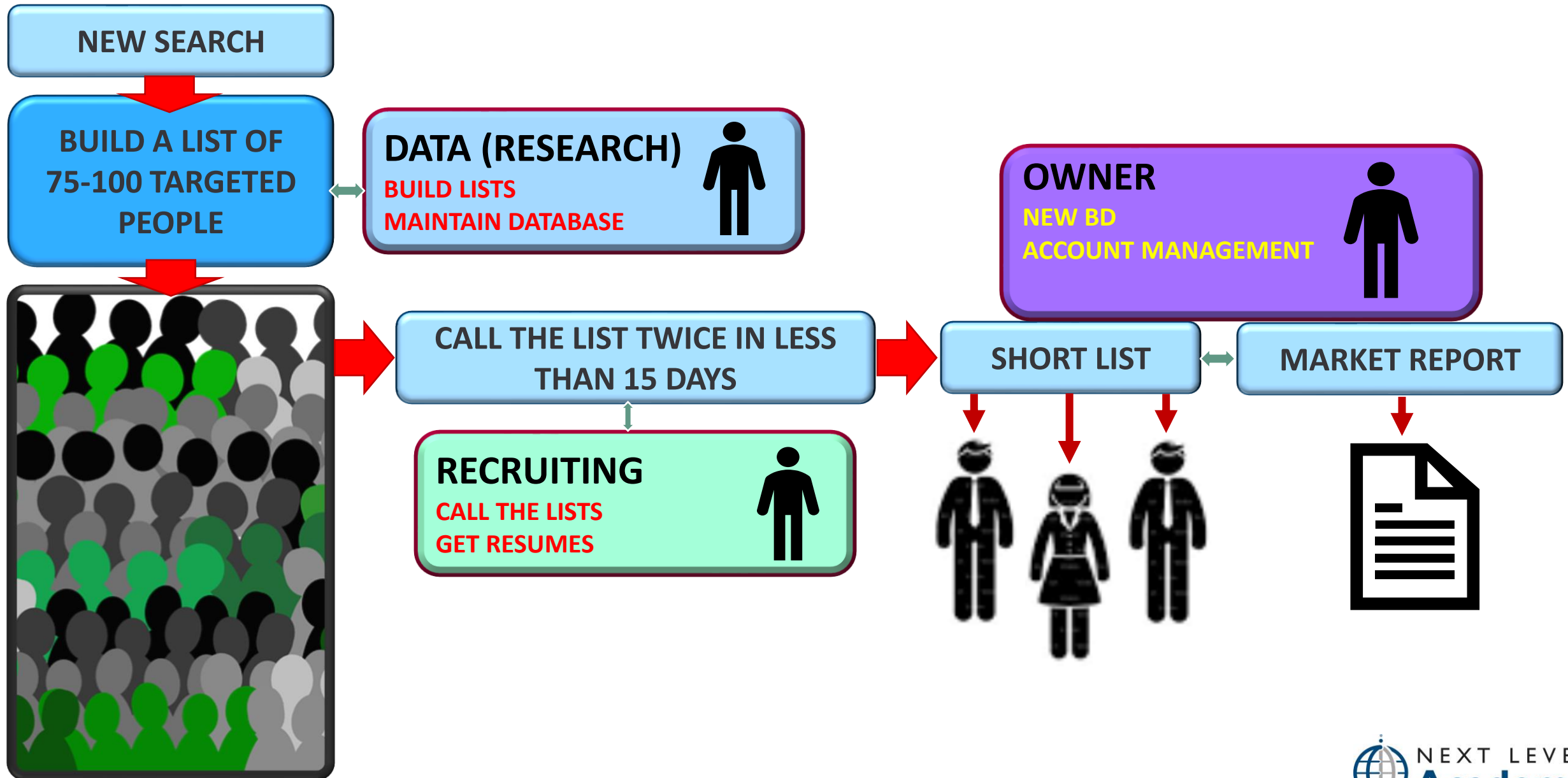


SEPARATING THESE TWO FUNCTIONS IS THE MOST PRODUCTIVE WAY TO MAKE MORE PLACEMENTS – IT IS ALSO THE EASIEST TO MANAGE

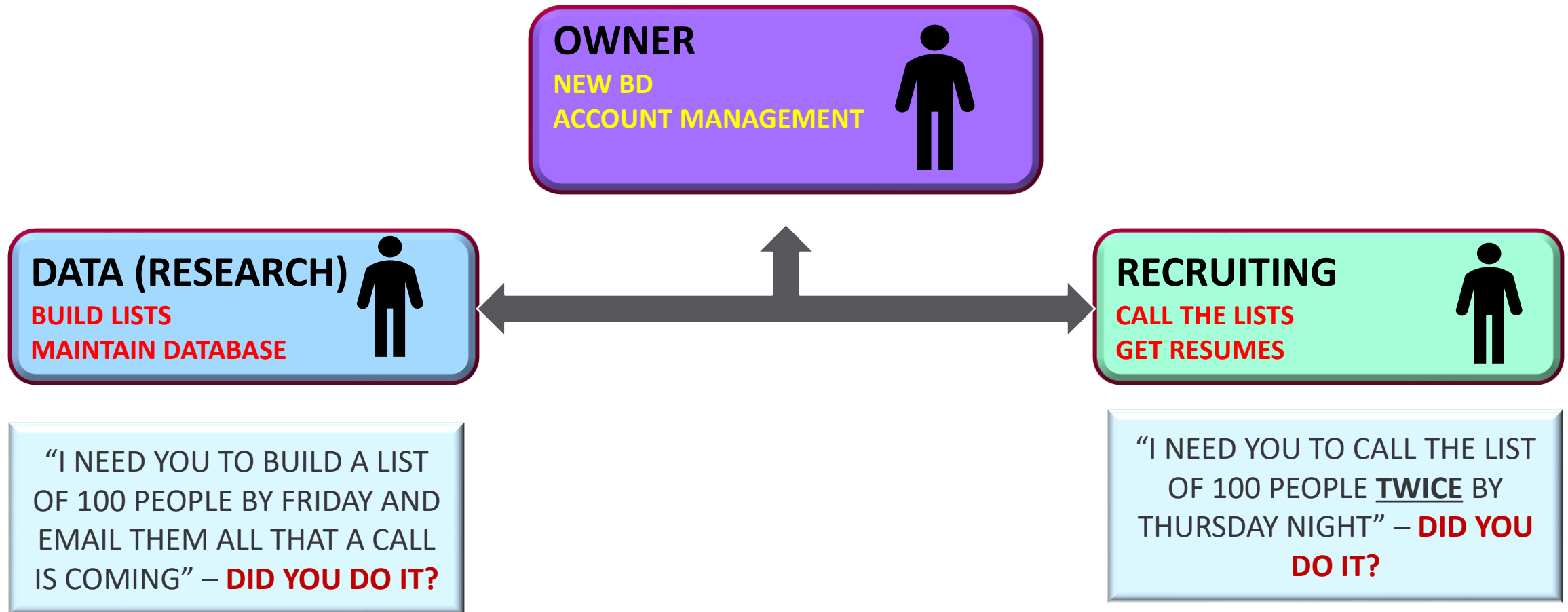
PROBLEM = IT IS NO LONGER FEASIBLE TO PROMISE CLIENTS YOU WILL DELIVER A “SLATE” OF CANDIDATES

SOLUTION = CHANGE OUR STANCE = WE PROMISE EFFORT THAT RESULTS IN A SHORT LIST AND REAL TIME MARKET DATA

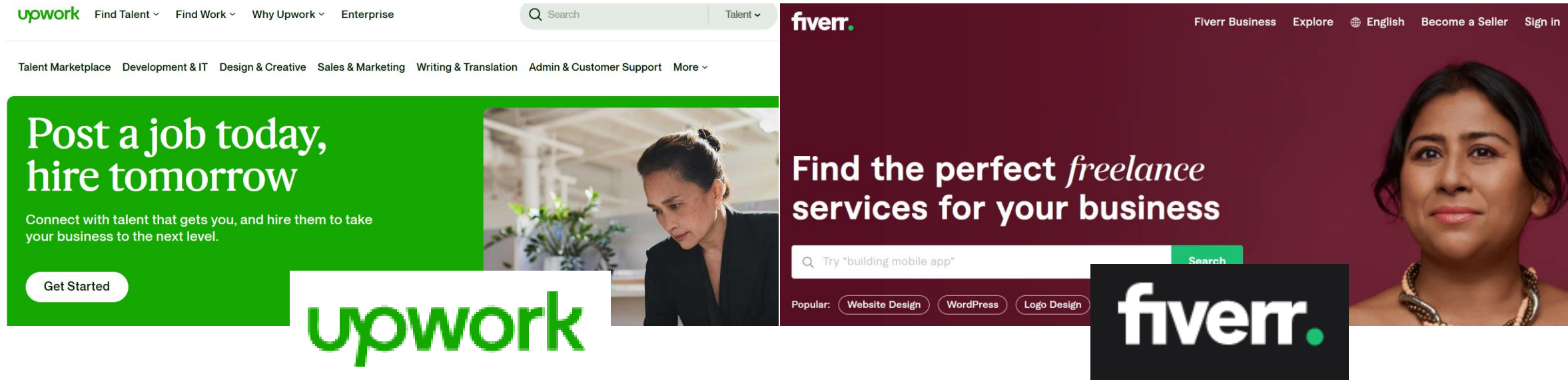
“WE ARE GOING TO BUILD A LIST OF 75-100 PEOPLE THAT WE ARE GOING TO CALL TWICE AND EMAIL TWICE – WE WILL GET THIS DONE IN THE NEXT 28 DAYS (CONTINGENT) OR 15 DAYS (MONEY UP FRONT) – AND WE WILL DELIVER BOTH A SHORT LIST OF PEOPLE WHO ARE INTERESTED AND THE RESULTS OF ALL OUR EFFORTS SO YOU HAVE REAL TIME MARKET DATA UPON WHICH TO BASE YOUR DECISIONS”



MOVING FROM SOLO TO TEAM



1. YOU CAN FIND THESE PEOPLE ON YOUR OWN THROUGH ONLINE SOURCES



PROS: - EXTREMELY CHEAP BY COMPARISON YOU CAN HIRE A FULL TIME PERSON – LESS THAN \$500/MONTH

CONS: - THERE IS NO OVERSIGHT AND TOOLS – YOU HAVE TO PROVIDE EVERYTHING

1. YOU CAN FIND THESE PEOPLE THROUGH MANAGED SERVICE ORGANIZATIONS



HIKINEX We're hiring Solutions Careers Contact Us Book your way to SUCCESS!

UNLEASH YOUR BUSINESS POTENTIAL THROUGH OUR

HIKINEX **PHILIPPINES BASED**



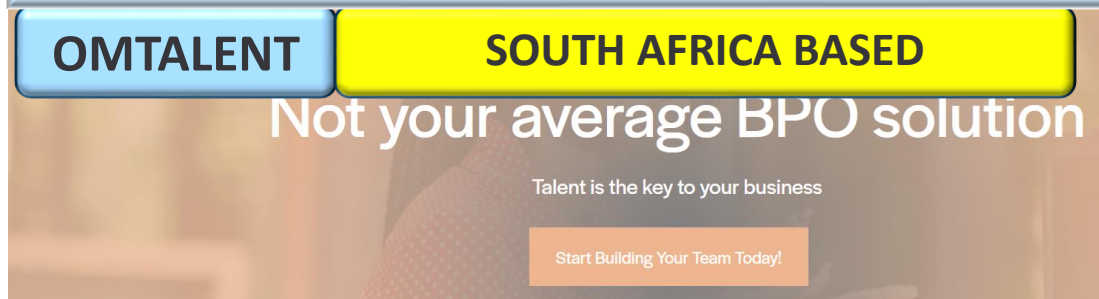
Staff Domain The smart place to grow. COMPANY BUILD YOUR TEAM WHITEPAPERS

GROW YOUR BUSINESS

STAFF DOMAIN **PHILIPPINES & SOUTH AFRICA**

PROS: - THEY HAVE MANAGERS AND OFFICES TO WORK FROM – NOT HOME BASED
THEY HAVE THE TOOLS (I.E. COMPUTERS, HEADSETS) AS PART OF SERVICE
SOME HAVE ACCESS TO TECH LIKE LINKEDIN OR ZOOM INFO

CONS: - THEY COST MORE – AVERAGE IS \$2100/MONTH – **IT IS WORTH IT!!**

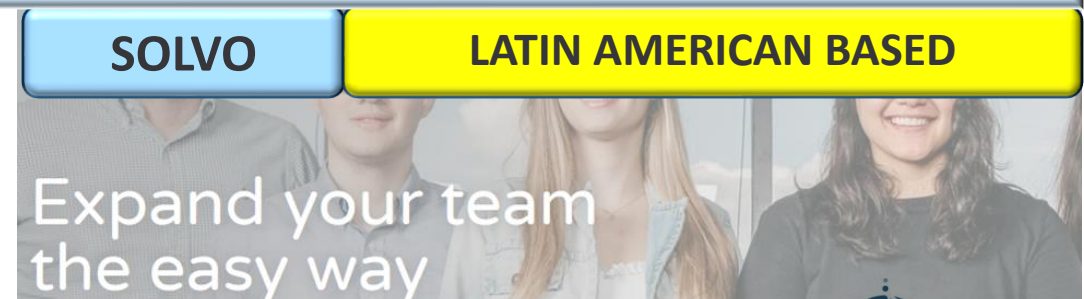


OMTALENT SOUTH AFRICA BASED

Not your average BPO solution

Talent is the key to your business

Start Building Your Team Today!



SOLVO LATIN AMERICAN BASED

Expand your team the easy way

FINANCIAL IMPACT FOR YOUR FIRM

BRING THESE TWO ROLES ON BOARD IN THE US:

ADDITIONAL PRODUCTION: **\$200,000**

SALARIES: **\$130,000** (HIGH SIDE)

FIXED COSTS: **\$43,000** (33% OF SALARY)

PROFIT: \$27,000 – WORTH DOING

BRING THESE TWO ROLES ON BOARD IN THE US:

ADDITIONAL PRODUCTION: **\$200,000**

SALARIES: **\$66,000** (HIGH SIDE)

FIXED COSTS: **\$13,000** (10% OF SALARY)

PROFIT: \$121,000 – THANK YOU SIR MAY I HAVE ANOTHER!!

FINANCIAL IMPACT ON THESE PEOPLE

PHILIPPIANS

COMP: \$24,000 US

\$21,481.80 WILL
SUPPORT A FAMILY OF
4 IN THE PHILIPPIANS

SOUTH AFRICA

COMP: \$24,000 US

\$25,432.50 WILL
SUPPORT A FAMILY OF
4 IN JOHANNESBURG

COLUMBIA

COMP: \$24,000 US

\$17,023.20 WILL
SUPPORT A FAMILY OF
4 IN BOGOTA

HONDURAS

COMP: \$24,000 US

\$24,892.60 WILL
SUPPORT A FAMILY OF
4 IN HONDURAS

IF OFFSHORE EARNED **\$36,000 ANNUALLY** (US MINIMUM SALARY)

THEY ARE RICH BY THEIR STANDARDS!!
THIS IS LIFE CHANGING MONEY!!

YOU THE SOLOPRENEUR

OWNER

DO EVERYTHING BY
YOURSELF!



YOU ARE A \$200,000 DESK
AFTER COSTS/TAXES = **\$66,000**
YOUR AHEAD = **\$134,000**
YOU LIVE ON **\$120,000** AND BANK **\$14,000**

THE PLACEMENT PROCESS



**THIS TAKES UP
ABOUT **60%** OF YOUR**

**THIS IS THE FIRST
PLACE WE NEED
MORE MANPOWER**

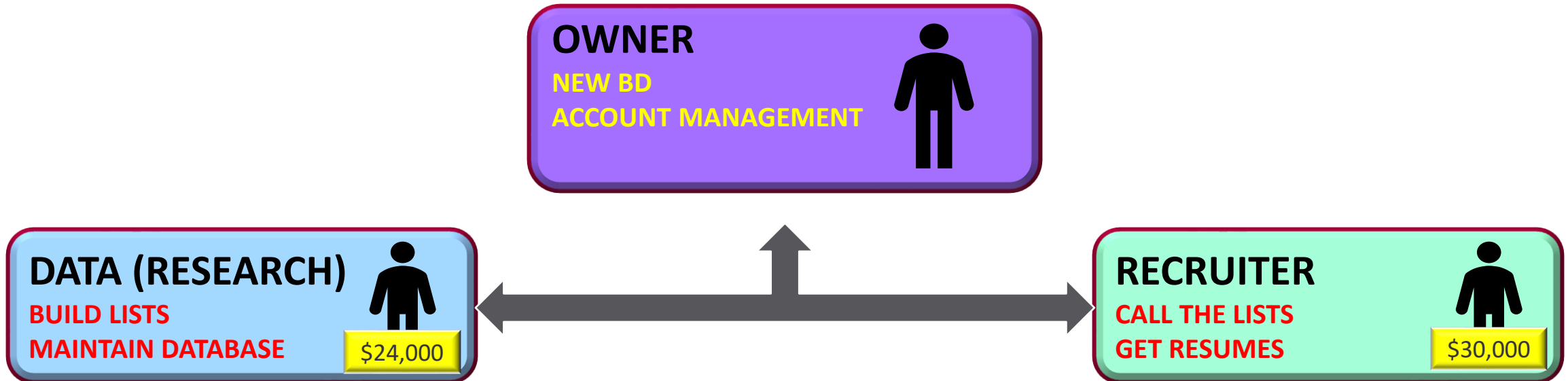
**THIS TAKES UP
ABOUT 25% OF YOUR
ACTUAL WORK
HOURS ON A PER
PLACEMENT BASIS**

**THIS IS ABOUT
15% OF YOUR
MANHOURS**

THE LONG-TERM PLAN – YEAR 1

19

YOU MOVE FROM SOLOPRENEUR TO SMALL TEAM

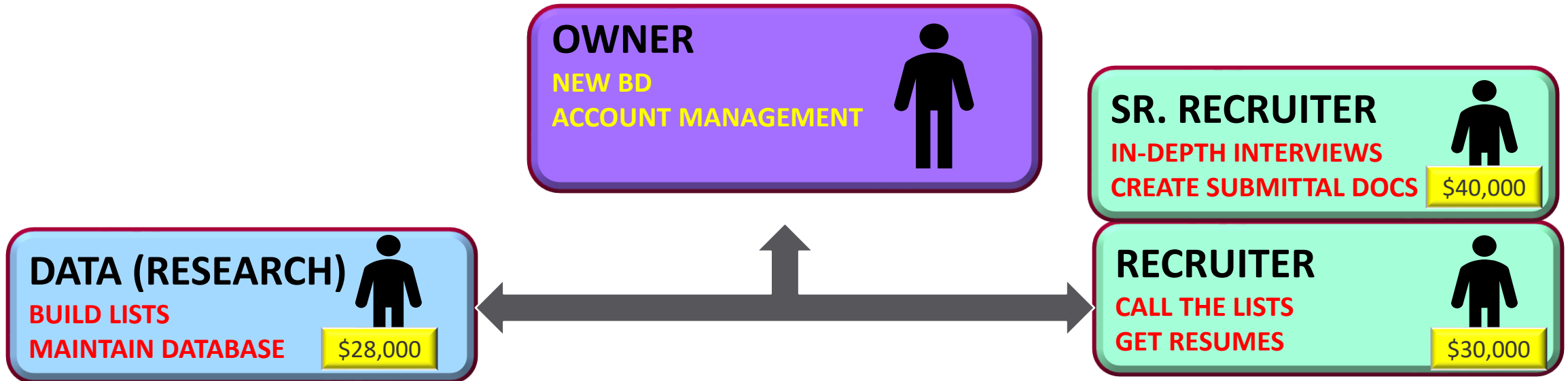


YOU ARE A \$350,000 TEAM
AFTER COSTS/TAXES = **\$170,000**
YOUR AHEAD = **\$180,000**
YOU LIVE ON **\$140,000** AND BANK **\$40,000**

THE LONG TERM PLAN – YEAR 2

20

YOU MOVE FROM SMALL TEAM TO DUAL RECRUITER TEAM

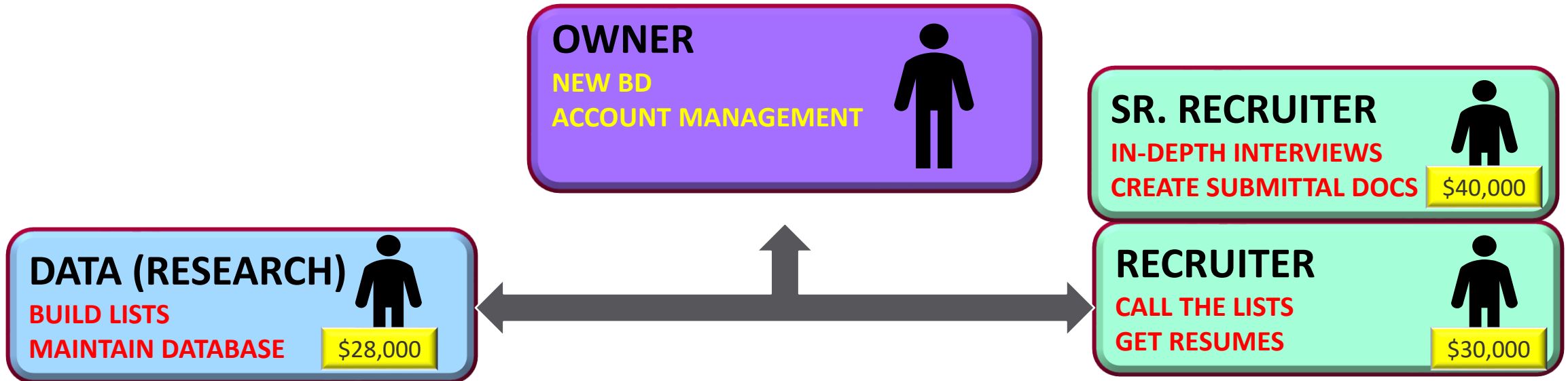


YOU ARE A \$500,000 TEAM
AFTER COSTS/TAXES = **\$233,000**
YOUR AHEAD = **\$267,000**
YOU LIVE ON **\$175,000** AND BANK **\$92,000**

THE LONG TERM PLAN – YEAR 2

21

YOU MOVE FROM SMALL TEAM TO DUAL RECRUITER TEAM



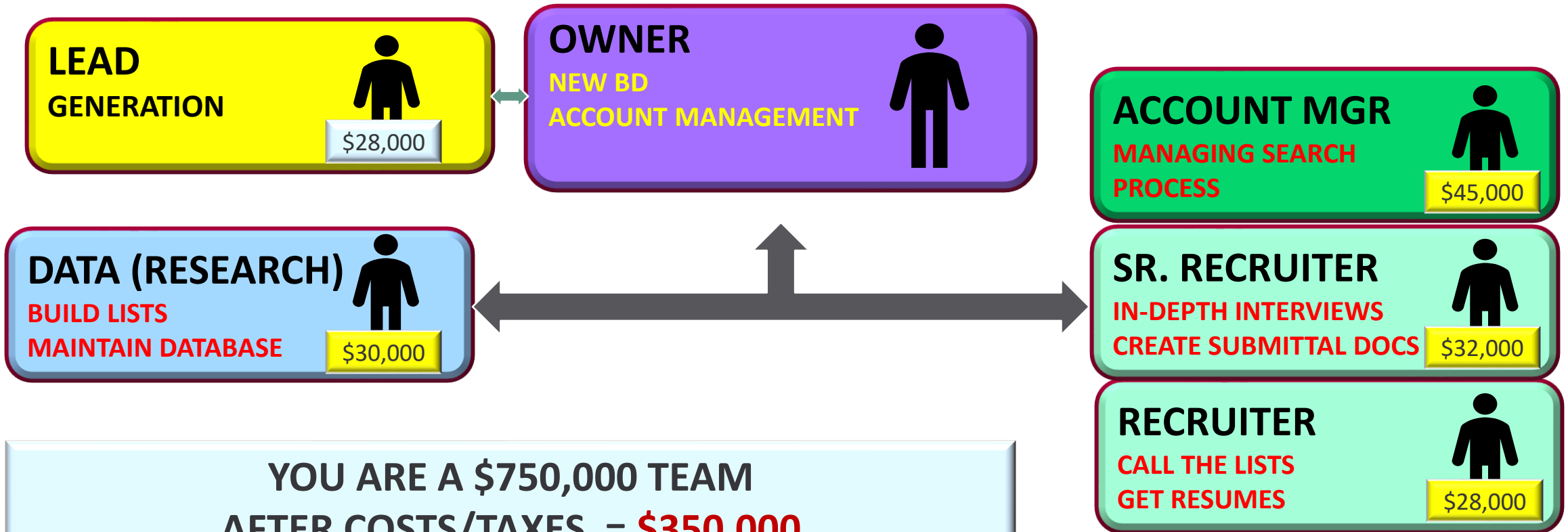
6 ENGAGED SEARCHES (FILL RATE IS 70%) = 4 PLACEMENTS
18 CONTINGENT SEARCHES (FILL RATE IS 25%) = 5 PLACEMENTS

9 PLACEMENTS PER QUARTER = 9 X \$21,000 = \$189,000
TOTAL TEAM PRODUCTION = 189,000 X 4 = \$756,000

THE LONG TERM PLAN – YEAR 3

22

YOU MOVE FROM DUAL RECRUITER TEAM TO MEDIUM TEAM



YOU ARE A \$750,000 TEAM
AFTER COSTS/TAXES = **\$350,000**
YOUR AHEAD = **\$400,000**
YOU LIVE ON **\$200,000** AND BANK **\$200,000**

THIS IS EXACTLY LIKE HIRING A NEW COLLEGE GRAD – THEY KNOW NOTHING!!

TRAINING TIMELINE:

- FIRST 30 DAYS – LEARN SOFTWARE, YOUR NICHE, JOB FUNDAMENTALS
 - *IMPACT TO YOUR DESK – NOTHING*
- DAYS 31 – 90 – STARTING TO IMPLEMENT WHAT THEY HAVE LEARNED
 - *IMPACT TO YOUR DESK - \$20-50K+*
- DAYS 91 – 180 – BECOMING TRULY USEFUL – THEY ARE STARTING TO “GET IT”
 - *IMPACT TO YOUR DESK - \$40-100K+*
- DAYS 181 – 365 – NOW THEY ARE DOING THEIR JOB WITH COMPETENCE
 - *IMPACT TO YOU DESK - \$75-200K+*

1



Session 1 - Recruiting 101 & Market Mastery Project
History of Recruiting and Market Mastery Project

2



RDR ADD-ON PART 1
Setting Candidate Appointments for a Senior Recruiter - Part 1

3



RDR Part 2 - Market Research
Setting Candidate Appointments for a Senior Recruiter - Part 2

4



Understanding Search Logic
Understanding Search Logic

5



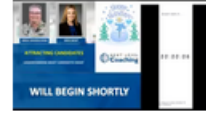
Database Management and Proper Usage
Database Management and Proper Usage

6



Planning and Prioritizing
How to Plan and Prioritize Your Desk

7



Understanding Candidate Attraction
Understanding How to Deliver a Recruiting Pitch

8



Making Recruiting Calls - Part 1
Aired on Dec 9th in the morning

9



Making Recruiting Calls Part 2
Presenting a Job - How to handle both "Yes" or "No"

DON'T TRY TO REINVENT THE WHEEL – THE TRAINING PROGRAM IS ALREADY BUILT – CALL ME!

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Facilitators



Greg Doersching



Rob Mosley



Karen Schmidt



Erin Bent



Christine Geiger



Stacy Napoles

Courses



Lead Generation



Research/Data Management



Foundation



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Leadership



All Courses

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**NEXT LEVEL
ACADEMY IS THE
“HOGWARTS” OF
THE RECRUITING
INDUSTRY**



- ❑ THE CHANGING DEMOGRAPHICS OF THE CANDIDATE LANDSCAPE DEMANDS A RETHINKING OF OUR WHOLE RECRUITING STRATEGY
- ❑ YOU NEED TO SHRINK THE SIZE OF YOUR DATABASE AND INCREASE THE QUALITY OF YOUR DATABASE – STAYING CONNECTED WITH PEOPLE THAT MAKE UP YOUR MARKET MASTERY ARE THE KEY TO SUCCESS
- ❑ IT IS VIRTUALLY IMPOSSIBLE TO STAY A SOLOPRENEUR AND DO THE KIND OF BILLING YOU NEED TO CREATE ENOUGH SAVINGS FOR RETIREMENT
- ❑ THE COST EFFECTIVENESS OF BUILDING AN OFFSHORE TEAM IS THE FASTEST, SMARTEST WAY TO GET AHEAD
- ❑ DON'T TRY TO DO IT YOURSELF – ASK FOR HELP!

NEXT LEVEL COACHING

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