

WORKING ON, WORKING IN, WORKING OVER!

**GETTING THE MOST FROM
YOUR DESK IN THE NEW NOW**

SESSION 1 – WORKING ON



GREG DOERSCHING

HOW QUICKLY THINGS CAN CHANGE

- THE SITUATION WE ARE FACING RIGHT NOW IS UNLIKE ANY OTHER SLOW DOWN IN THE MARKET WE HAVE EVER ENCOUNTERED – BUT IT’S NOT ECONOMICALLY DRIVEN – IT’S BIOLOGICAL, AND IT WILL COME TO AN END.
- THAT ENDING IS AT LEAST 30 DAYS AWAY AND THEN THE RATE OF RECOVERY FROM THERE – NO ONE CAN PREDICT HOW RAPID THAT WILL BE.
- THE WORLD HAS NOT SHUT DOWN COMPLETELY. THERE ARE STILL COMPANIES THAT ARE MOVING FORWARD – IT’S A DIFFERENT PACE – BUT THERE ARE STILL PLACEMENTS BEING MADE RIGHT NOW AND ALL OF YOU CAN MAKE PLACEMENTS THIS MONTH!
- THERE ARE STILL CLIENTS WHO NEED TO HIRE – RIGHT NOW DURING ALL THIS CRAZINESS – THEY HAVE POSITIONS THAT NEED TO BE FILLED – THE KEY RIGHT NOW – DON’T GET MIRED IN WHAT YOU DON’T HAVE – THROW EVERYTHING YOU CAN INTO WHAT YOU DO HAVE.

WORKING ON vs WORKING IN vs WORKING OVER

WORKING ON

- **Working on your business** – the activities that in the next 30-45 days you can fully implement into your business practices the you have never fully integrated in your desk but you’ve always said “one of these days I really need to” – that’s what working on is about.

WORKING IN

- **Working in your business** – the activities that in the next 30-45 days you can do for dealing with any current active searches or new business development tasks that you need to stay on top of because now matter what is happening in the world – you ARE still OPEN FOR BUSINESS.

WORKING OVER

- **Working over your business** – the activities that in the next 30-45 days you can do to dramatically overhaul the quality and effectiveness of what you’ve been doing because for the last 5 years people have believed they’ve had their hand on the “EASY” button when it comes to making placements.

YOUR SUCCESS STARTS WITH YOUR CLIENTS

- **THE REALITY OF BUSINESS DEVELOPMENT FOR RECRUITERS**
 - We do it on an as needed basis
 - Countless horror stories of losing that 1 big client
 - We never do planning for client development the way we should
 - The longer we stay in the more we feel like - “we got this” – that we’ll be able to wing it and get by
- **NOT ONE OF THOSE THINGS IS THE WAY WE SHOULD ACT – BUT WE ALSO HAVE NEVER GOTTEN A GREAT SOLUTION.**

HERE'S WHAT YOU ABOUT TO GET

- A STRATEGY THAT HAS YOU **FOCUSED** ON THE SEARCHES YOU WOULD MOST LIKE TO HAVE – **HAND PICKED BY YOU**
- A STRATEGY THAT ONLY TAKES **1 HOUR OF PLANNING TIME** TO GET YOU **40 TARGETED CLIENT DEVELOPMENT CALLS** EACH WEEK
- A STRATEGY THAT ENABLES YOU TO **REUSE** MORE AND MORE OF **YOUR DATABASE** WITH EACH PASSING MONTH
- A STRATEGY YOU CAN FINALLY USE TO DO **CONSISTENT CLIENT DEVELOPMENT**

WORKING ON – NEW CLIENTS

THE IMPORTANCE OF HELP WANTED ADS

WHAT DO OPEN AD CALLS GIVE US:

- A Steady Stream Of Warm Calls To Make
- You get to hand pick your Niche
- A Guide To Who To Target
- The Ability To Predetermine Our Workload
- An Easy And Definitive Plan To Follow



RIGHT PLACE RIGHT TIME

3 BEST TIMES FOR A RECRUITER TO BE TALKING TO SOMEONE WITH AN OPEN POSITION:

1. **When the position is less than 10 days old** – won't get a lot of orders but you set yourself up as the expert
2. **When the position has been open around 30 days** – if company is getting low responses to their own efforts you have a chance to get the business
3. **When the position is 60 days old** – companies who thought they had solved their own problems suddenly realize they were wrong.
 - Didn't like the people they interviewed
 - They just had someone turn down and offer



A SIMPLE BUT HIGHLY PRODUCTIVE PLAN

1. START BY PICKING 12-16 EXACT JOB TITLES YOU WOULD MOST WANT AS SEARCHES

- This is the combination of **FUNCTION** and **LEVEL**
- Be Realistic – you can't have all C-suite level jobs
- Think salaries from \$80,000 - \$150,000

VP of Ops

VP of Quality

VP of Engineering

Facilities Director

Dir or Ops

Dir of Quality

Dir of Engineering

Dir of Facilities

Plant Manager

Quality Manager

Engineering Manager

Maintenance Manager

Production Manager

Quality Supervisor

Plant Engineer

Maintenance Supervisor

2. NEXT COME UP WITH THE KEYWORDS THAT WILL HELP YOU DEFINE YOUR “**INDUSTRY**”

- Dairy OR Cheese OR “Ice Cream”

3. LAST ADD YOUR GEOGRAPHICAL BOUNDARIES (A.K.A. – **LOCATION**)

- Wisconsin, Illinois, Minnesota, Indiana, Iowa, Ohio

NICHE: OPERATIONS POSITIONS IN THE CHEESE INDUSTRY IN THE MIDWEST

MAKE LEADS COME TO YOU

The next Step is to Create INDIVIDUAL searches for each of these titles using the ADVANCED SEARCH FEATURE in Indeed.

YOU HAVE TO DO THIS IN THE ADVANCE SEARCH THE CORRECT WAY TO GET THE MOST ACCURATE RESULTS.

Advanced Job Search

Find Jobs

With **all** of these words

With the **exact phrase**

With **at least one** of these words

With **none** of these words

With these words in the **title**

From this **company**

Show jobs of type

Show jobs from

☐ Exclude staffing agencies

Salary estimate

 per year

Where and When

Location

(city, state, or zip)

Age - Jobs published



Insert your INDUSTRY keywords ONLY in this box

The Job Titles you created go here! ONE AT A TIME

You add your LOCATION here

MAKE LEADS COME TO YOU

what

(Dairy or Cheese or "Ice Cream")

job title, keywords or company

where

Wisconsin

city, state, or zip

Find Jobs

Advanced Job Search

Upload your resume - Let employers find you

Jobs 1 to 2 of 2

Show: **all jobs** - 1 new job

Plant Manager

Talent Acquisitions - Green Bay, WI

\$120,000 - \$144,000 a year

Dairy manufacturing strongly preferred Above average understanding of manufacturing and packaging Budgetary experience required Must...

16 days ago - [email](#)

Sponsored by [TheLadders.com](#)

Plant Manager - Plover, WI

Foremost Farms - ★★★★★ 24 reviews - Plover, WI

We are seeking a Plant Manager at our dairy ingredient plant in Plover, Wisconsin. We're already one of the nation's top 10 dairy cooperatives, making Wisconsin...

Easily apply

30+ days ago - [save job](#) - [email](#) - [more...](#)

Insert your email and hit activate – this is going to have the leads coming to you and you never have to create a search again!!

Get new jobs for this search by email

My email:

☒ Also get an email with jobs recommended just for me

Activate

You can cancel email alerts at any time.

Operating Room Manager salaries in Wisconsin

► **\$17.20 per hour**

15.5% lower than national

MAKE LEADS COME TO YOU

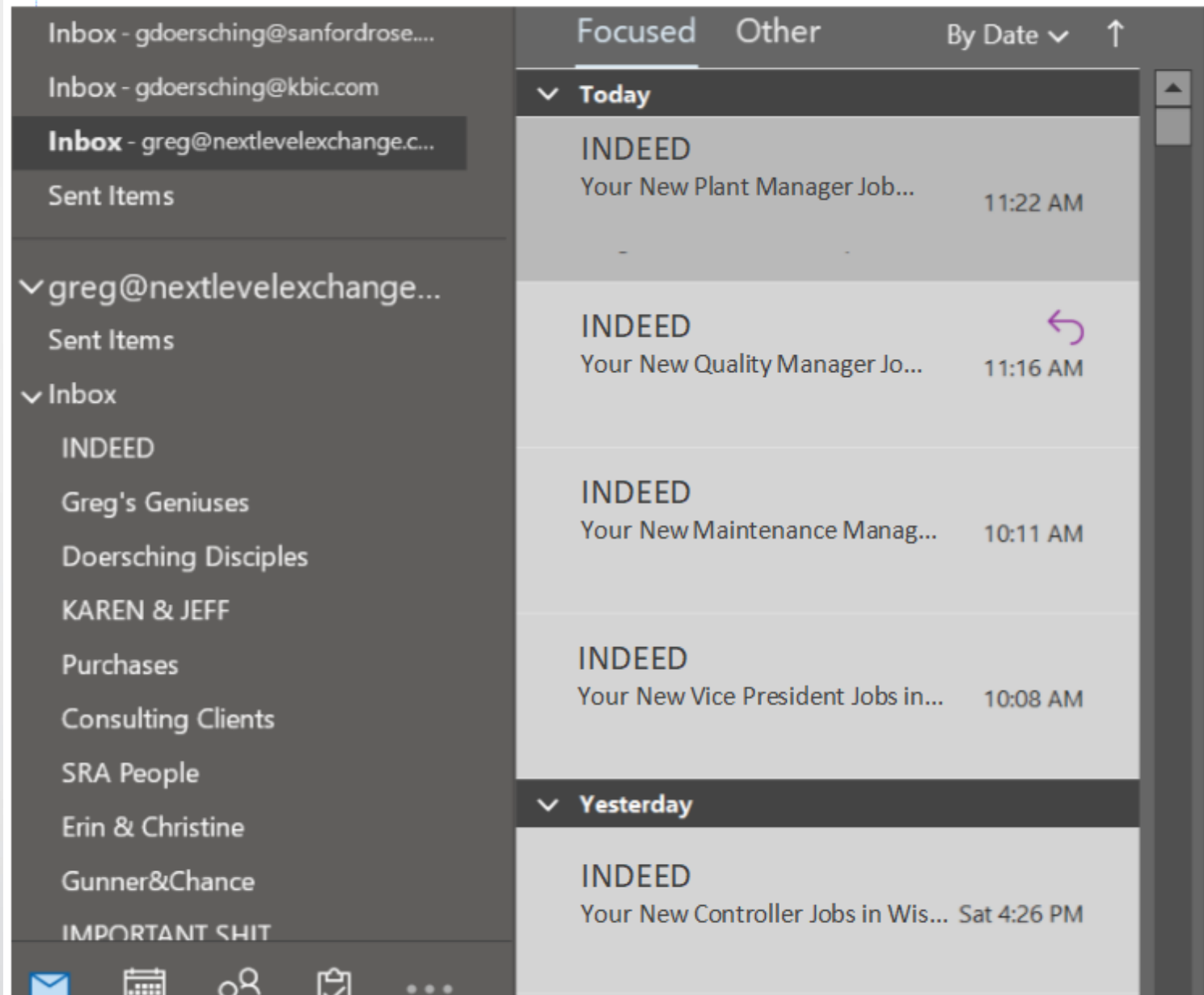
- Create A SINGLE Unique Search String For Every Title You Want.
- NO
- (“plant manager” OR “human resources” OR “Sales Manager” OR ...)
- YOU WANT 25 – 30 UNIQUE SEARCH STRINGS THAT ARE “ACTIVATED”!

With none of these words	
With these words in the title	"Plant Manager"
From this company	

Where and When	
Location	within 25 miles of ▼ Wisconsin
Age - Jobs published	anytime ▼

- Subject: Your new Plant Manager jobs in Wisconsin

MAKE LEADS COME TO YOU



THE ADS TELL YOU WHO TO CALL

The Ads will often tell you exactly who the hiring manager will be – if it doesn't you simply target the person you think will most likely be the hiring manager for this role.

Plant Manager - Plover, WI

Tracking Code

217211-039

Job Description

We are seeking a Plant Manager at our dairy ingredient plant in Plover, Wisconsin. This Foremost Farms manufacturing plant produces a broad portfolio of award-winning whey ingredients. We serve a multinational base of infant formula manufacturers, confectionery and bakery customers who require total product quality, safety and consistency

Under the direction of the Director of Operations, the Plant Manager is responsible for creating a culture and environment at the plant that allows the team to align with corporate goals and objectives as well as Values and Beliefs. This includes developing efficiency strategies to ensure the plant meets production goals and standards at minimal manufacturing costs.

The plant manager works directly with corporate department leaders to coordinate purchasing, engineering, supply chain operations, quality control and human resources. Duties include instituting policies and procedures, training and mentoring supervisors and administrators, maintaining an efficient production schedule, giving performance reviews and motivating staff to meet production goals. The plant manager is also responsible for upholding a safe work environment.

Successful candidates will possess a bachelor's degree and five to seven years of progressively responsible related experience; or equivalent work experience. Candidates must possess three to five years of previous plant management experience within the dairy industry; We will be looking for strong leadership and mentoring skills; strong financial and business acumen; excellent customer service and communication skills; the ability to interact with a wide variety of people; proficient Lean Six-Sigma ability; excellent problem solving skills.

TARGET THE HIRING MANAGER



Mike Rothwell 3rd

Director of **Operations** at **Foremost Farms**

Madison, Wisconsin Area • Mining & Metals

Similar

Current: Director of **Operations** at **Foremost Farms USA**

DON'T MESS AROUND MAKE THE CALL

Step 1

Step 2



Foremost Farms plover WI

Google Search

I'm Feeling Lucky

About 51,200 results (0.46 seconds)

Foremost Farms

www.foremostfarms.com

Girl drinks milk, just one of the dairy products made by Foremost Farms ... Made by licensed Wisconsin cheesemakers using 100% Grade A milk that's rBST-free.

[Careers](#) · [Login](#) · [TAKE A LOOK](#) · [History](#)

Careers - Foremost Farms

www.foremostfarms.com · [pls](#) · [sapex](#)

You could be part of providing the world with quality dairy products and innovative milk solutions for human nutrition. That's what it means to "Be Foremost."

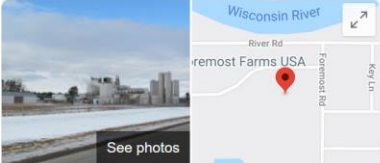
Foremost Farms USA Cooperative (Plover, WI) - Dairy Foods Ma...

www.dairyfoods.com · [Directories](#) · [Dairy Plants USA](#)

Foremost Farms USA Cooperative (Plover, WI). 2541 Foremost Rd. Plover, WI 54467. United States. Phone: (715) 341-0101. joan.behr@foremostfarms.com.

Foremost Farms USA 2541 Foremost Rd Plover, WI Dairy Farms ...

<https://www.mapquest.com> · [wisconsin](#) · [foremost-farms-usa-354326650](#)



Foremost Farms USA

[Website](#) [Directions](#) [Save](#)

4.5 ★★★★★ 13 Google reviews

Dairy farm in Plover, Wisconsin

Address: 2541 Foremost Rd, Plover, WI 54467

Hours: Open · Closes 3:30PM

Phone: (715) 341-0101

[Suggest an edit](#) · [Own this business?](#)

DON'T MESS AROUND MAKE THE CALL

Step 3

Foremost Farms USA

[Website](#)[Directions](#)[Save](#)

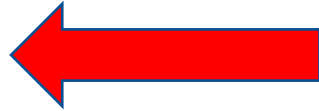
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Hours: Open · Closes 3:30PM ▼

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[Suggest an edit](#) · [Own this business?](#)



PICK UP THE PHONE AND CALL

PAPER IS THE MOST EFFICIENT

Mike Rothwell
Director of Ops
715-341-0101

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THE MOST EFFICIENT WAY

- Don't create busy work for yourself – it is INEFFICIENT to try to create some sort of spread sheet to track this process and these ads – it is much faster to do this ON PAPER!
- For the 10 ads you want to chase simply PRINT ONLY THE FIRST PAGE OF THE AD – just enough info so that you know what you're talking about.
- Put the name of the hiring manger, their title, phone number write on the page you print.
- Only put the people you actually TALK to into your database.
- The whole point of this strategy is to make it ultra efficient and eliminate all the busy work and just leave the RESULTS!

IT TAKES 90 DAYS TO ESTABLISH THE PATTERN

- Week 1 – Call the 10 new Ads you pulled on Monday
- Week 2 – Call the 10 new Ads you pulled on Monday
- Week 3 – Call the 10 new Ads you pulled on Monday
- Week 4 – Call the 10 new Ads you pulled on Monday
- Week 5 – Call the 10 new Ads on Monday and then call 10 Old Ads from Week 1 on Tuesday
- Week 6 – Call the 10 new Ads on Monday and then call 10 Old Ads from Week 2 on Tuesday
- Week 7 – Call the 10 new Ads on Monday and then call 10 Old Ads from Week 3 on Tuesday
- Week 8 – Call the 10 new Ads on Monday and then call 10 Old Ads from Week 4 on Tuesday
- Week 9 – 10 new Ads - Monday, Call 10 Ads from week 5 - Tuesday, Call 10 Ads from Week 1 Wednesday
- Week 10 – 10 new Ads Monday, Call 10 Ads from week 6 - Tuesday, Call 10 Ads from Week 2 Wednesday
- Week 11 – 10 new Ads Monday, Call 10 Ads from week 7 - Tuesday, Call 10 Ads from Week 3 Wednesday
- Week 12 – 10 new Ads Monday, Call 10 Ads from week 8 - Tuesday, Call 10 Ads from Week 4 Wednesday

ON THURSDAYS YOU ALWAYS TRY THE 10 CALLS FROM MONDAY A SECOND TIME

THE STRATEGY

Time	Monday	Tuesday	Wednesday	Thursday	Friday
8:00	Check email – Deal with it, File it or Delete it!!	Check email – Deal with it, File it or Delete it!!	Check email – Deal with it, File it or Delete it!!	Check email – Deal with it, File it or Delete it!!	Check email – Deal with it, File it or Delete it!!
8:30	New Help Wanted Calls	30 Day Old Help Wanted Calls	60 Day Old Help Wanted Calls	New Help Wanted Calls	Planning/Admin
9:00				2 nd Attempts	Planning/Admin
9:30	Power Hour #1	Power Hour #2	Power Hour #3	2 nd Attempt Calls	Planning/Admin
10:00					Planning/Admin

Block out an hour first thing in the morning to make these calls – Why??

1. You always know exactly how your going to start your day – no more coming to your desk and asking yourself “Ok what do I need to get started on?”
2. Because you do it everyday – your going to get really good at it – it will start your day in a positive way and get you in the groove.
3. You’ll have more and more credibility in these calls as you move forward over time.

THE STRATEGY

- Each Friday pull 10 new Ads from the automatic emails you received – should take you about 1 hour to get it done.
- Using this method that's 40 targeted Biz Dev Calls each week
- 40 calls/week x 13 week in a Quarter = 520 EXTREMELY TARGETED calls a quarter.
- The Math on This Strategy –
 - Once Established the pattern leads to 520 business development calls a Quarter
 - Have just a 3% success rate – that's 15 new Job Orders/Quarter
 - National Fill rate is 31% - that's 5 placements/Quarter
 - 5 placements x \$18,260 = \$91,300/Quarter x 4 = **\$365,200/year**

THE APPROACH

■ THE VOICEMAIL:

- “<Tom> this is Greg Doersching, President of the Griffin Group, we are a search firm that specializes in the Dairy Industry and I know you are currently actively looking for a new Plant Manager. This is the type of position we have a long history of placing successfully AND IN THESE TIMES FINDING SOMEONE WITH THIS SKILL SET WHO WANTS TO MAKE A CHANGE REQUIRES MORE OF A PERSONAL TOUCH THAN EVER, but this voicemail is not the place for that type of discussion. If you would give me a call at 414-421-7522, I’d be glad to discuss why I think partnering on this search would be beneficial to you. Thank you and I look forward to talking with you.”

THE APPROACH

■ THE TALKING POINTS

- This position is in the **CORE** of what we do
- **Why Us? Why Now?** - Running an ad may get you lots of responses because of uncertainty, but the most desirable candidates are going to feel very secure right now and to attract them and convince them to consider a change will require someone **talking to them personally** and telling your story – that’s what I spend all day doing for my clients and it’s a critical piece in our current situation.
- You also have a unique situation to do a lot more “screening” right now than ever before, in the next 30 days most people are going to be relegated to their homes, and so you have time to talk with more initial people over the phone and via video so you can develop an even **better group of finalists** to bring in face-to-face once that becomes available again.
- **Name Drop/Stat Drop** – it matters
- Sell the company as whole

THE BIG PICTURE RESULTS



WORKING IN – THE FUNDAMENTAL FOURTEEN

UNDERSTANDING TRUE CANDIDATE MATCHING

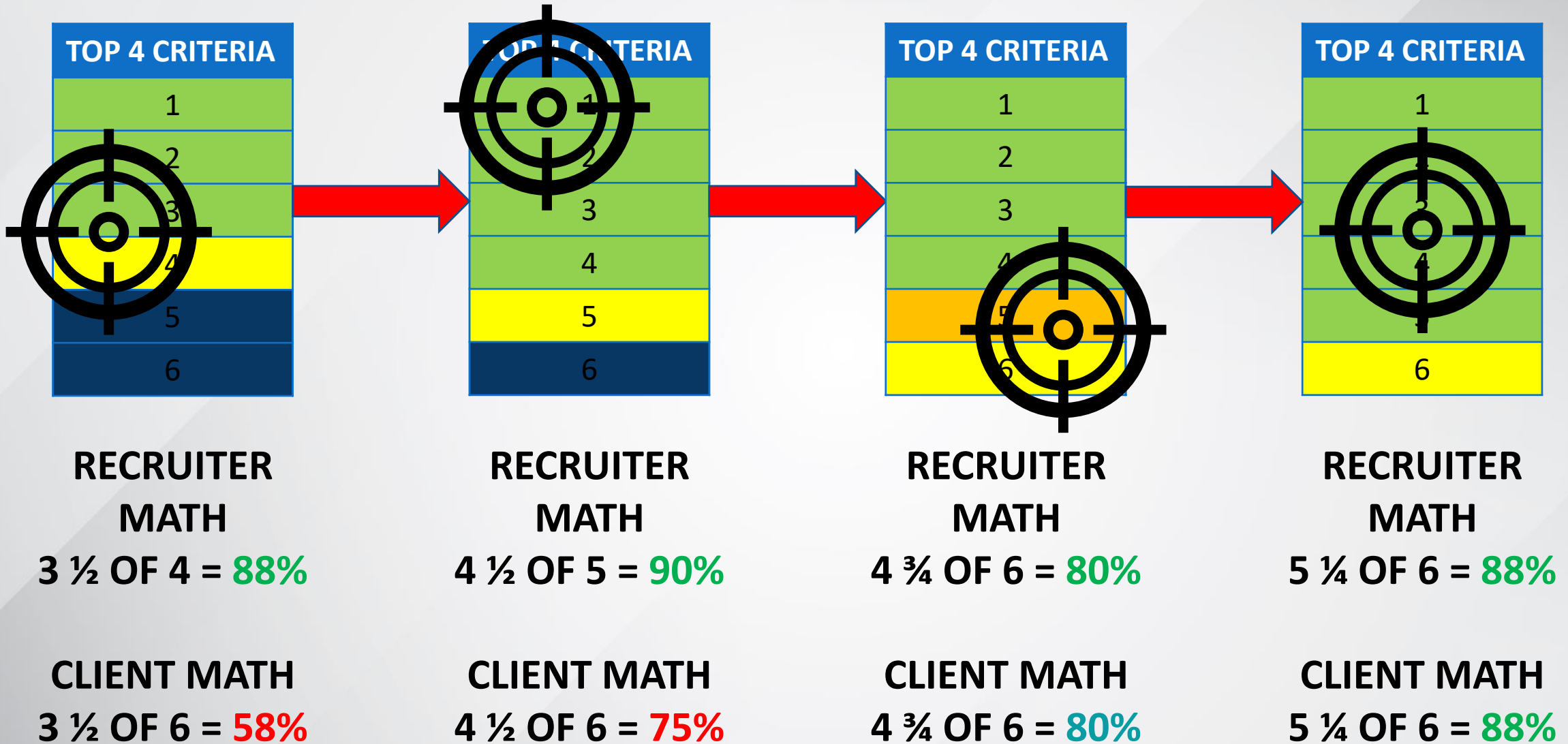
YOU ARE MATCHING MORE THAN A SIMPLE SET OF SKILLS AND MONEY

YOU ARE MATCHING **PLACEABILITY** – WILL YOUR CLIENT **WRITE A CHECK** FOR THIS PERSON?

First, it's the clients **TOP 6 HARD** skills and experiences

- Bachelors Degree
- 5-10 years of Dairy Manufacturing Experience
- Multi-plant leadership experience
- Management Experience of Teams over 200 people
- Budgetary Management over \$10 Million
- Development of other Managers

TYPICAL RECRUITER PATH



WORKING IN – THE FUNDAMENTAL FOURTEEN

TRUE MATCHING

First, it's the clients **TOP 6 HARD** skills and experiences

- Bachelors Degree
- 5-10 years of Dairy Manufacturing Experience
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- Management Experience of Teams over 200 people
- Budgetary Management over \$10 Million
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Then you add in the **BIG 3 SOFT** skills that every client wants in a candidate. This shows UPSIDE

- **Organizational Skills/Time Management**
- **Problem Solving Skills**
- **Communication Skills**

WORKING IN – THE FUNDAMENTAL FOURTEEN

THE CANDIDATE SIDE HAS TO MATCH TOO

Candidates HAVE TO see a fit for ALL **4 NON-MONETARY PRIME MOTIVATORS**

- **Quality of Life** – They will be **HAPPIER** in this new role than they are right now
 - Will I like my new boss? Will I like my new coworkers? Will I like my new work environment?
 - Will it give me more “quality” time with my family and friends?
- **Ego** – They believe they will be **GOOD** at this new job
- **Advancement** – They see how this job is **ADVANCING** their career
 - If I take this job is someone going to want to offer me even more money 2 years from now?
- **Location** – They like the **GEOGRAPHY** of the new company

The last piece of the puzzle is always the **MONEY**

- Does **PRICE TAG** the Candidate puts on themselves **TRULY** match what the client is **EASILY WILLING TO PAY**

A FINAL THOUGHT

**NO EXCUSES FOR NOT TAKING THE TIME
TO SET UP SUCCESS**

**THIS HAS TO BE A “THIS WILL NEVER HAPPEN TO ME
AGAIN” MOMENT FOR YOUR DESK**

**THERE IS NO MORE “EASY” BUTTON YOU HAVE TO DO
REAL WORK TO GET REAL CLIENTS AND MAKE
REAL PLACEMENTS**

REACH OUT TO GREG

NEXT LEVEL COACHING

CONSULTING, COACHING, MENTORING, TRAINING

GREG DOERSCHING

414-421-7522

GREG@NEXTLEVELEXCHANGE.COM

Looking forward-

Greg D

This is the link to booking time on my calendar – www.calendly.com/gregdoersching

Greg Doersching | President: Coaching & Consulting

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