

WORKING ON, WORKING IN, WORKING OVER!

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

SESSION 2 – WORKING IN



GREG DOERSCHING

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 used before but 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.

WORKING IN

7 THINGS YOU SHOULD BE **WORKING IN** OVER THE NEXT 45 DAYS

1. BEING A LEADER FOR TRUTHFUL RELEVANT AND INSPIRATIONAL INFORMATION FOR YOUR INDUSTRY – NOT A PROMOTER OF FEAR AND PANIC
2. WORKING HARDER ON ANY SEARCH THAT IS STILL OPEN
3. BUILDING YOUR “BENCH” OF DIAMOND CANDIDATES IN YOUR CORE SKILL SETS
4. USE THE BEST OF THE BEST TO DO FOCUSED S.T.A.R. MARKETING
5. TALKING TO EVERY DECISION MAKER WHO IS CLOSEST TO YOUR CORE CLIENT BASE AS A CANDIDATE – JUST TO BUILD THE RELATIONSHIP FOR THE FUTURE
6. CONVINCING EXISTING CLIENTS THAT CONTINUING TO INTERVIEW IS A VERY GOOD USE OF THEIR TIME – EVEN IF THEY WON’T BE READY TO HIRE IN THE NEXT MONTH
7. CREATING A “VIDEO INTERVIEWING” PREP TOOL FOR BOTH CANDIDATES AND CLIENTS

WORKING IN – BEING AN INFORMATION SOURCE

YOU HAVE THE CHANCE RIGHT NOW TO LEAD THE WAY FOR BOTH CANDIDATES AND CLIENTS

- FIRST THING – BE POSITIVE – PEOPLE ARE ALREADY DOWN DON'T BE ADDING TO IT

A list of NEGATIVE words to avoid.

catastrophe	emergency
change	impasse
confrontation	mess
crunch	pressure
deadlock	situation
dilemma	trouble
disaster	

A list of POSITIVE words or phrases:

Hiatus
Intermission
Spell
Bridge
Interim
Interlude
Breathing Space

WORKING IN – BEING AN INFORMATION SOURCE

SHARE STORIES OF INSPIRATION – PERSONAL & PROFESSIONAL

Hi Greg,

Thanks for the call yesterday. Below are the metrics for March 2020.

Total Billings: \$93,760.00

My first two deals that were wrapped up the 30 and 31st that were 100% virtual from Telephone Interview with Hiring Manager, then Zoom with HR and Hiring Manager, and Zoom with President.

Offers extended and accepted. One Start date is Monday, 6APR and the other is Monday, 4MAY.

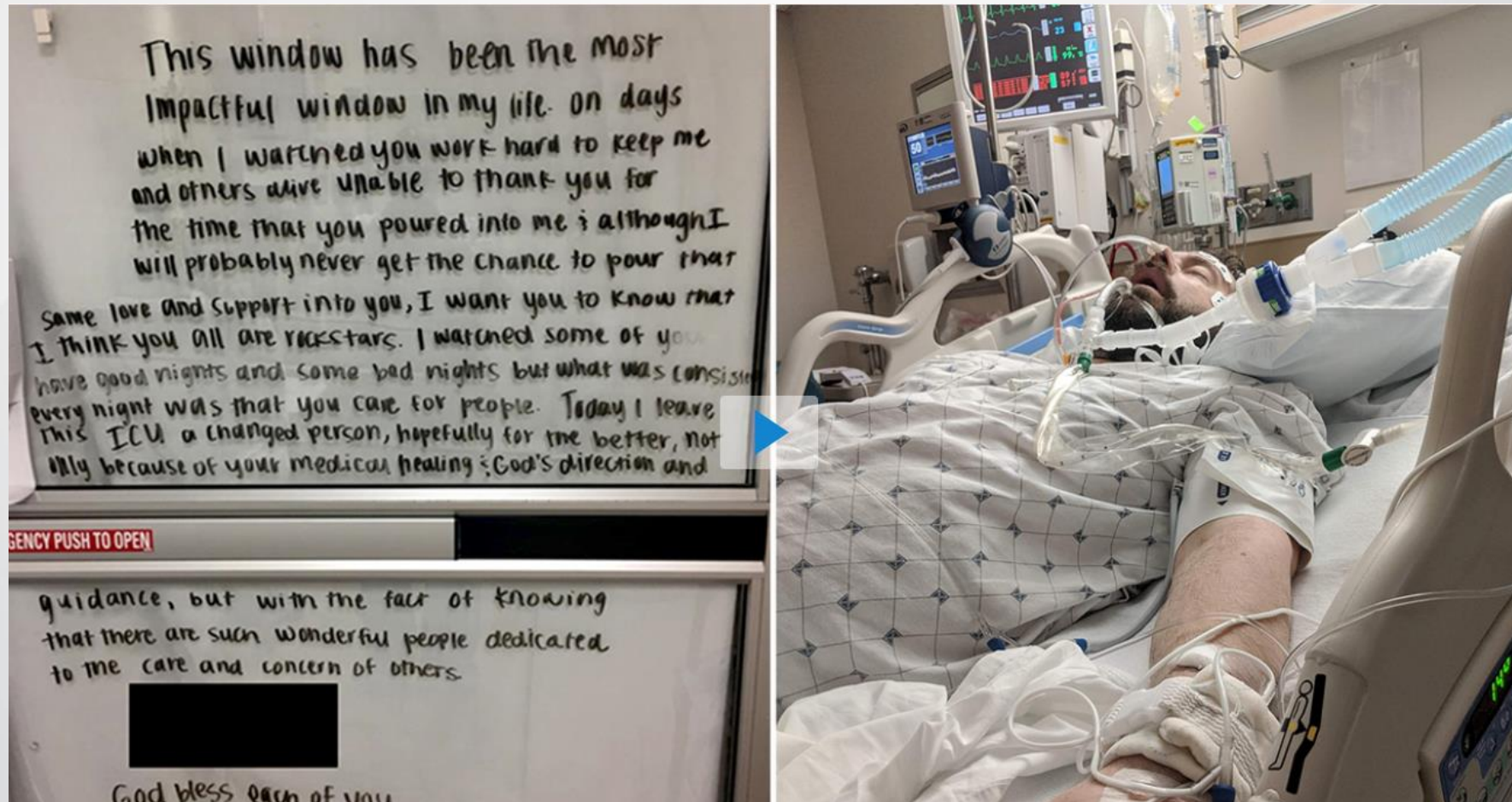
Other deals were a couple Engagement Fees and placements that wrapped up via phone calls/Zoom, but client met candidates late February/early March.

Let me know if you need anything else.

Stay Safe in your bunker!!

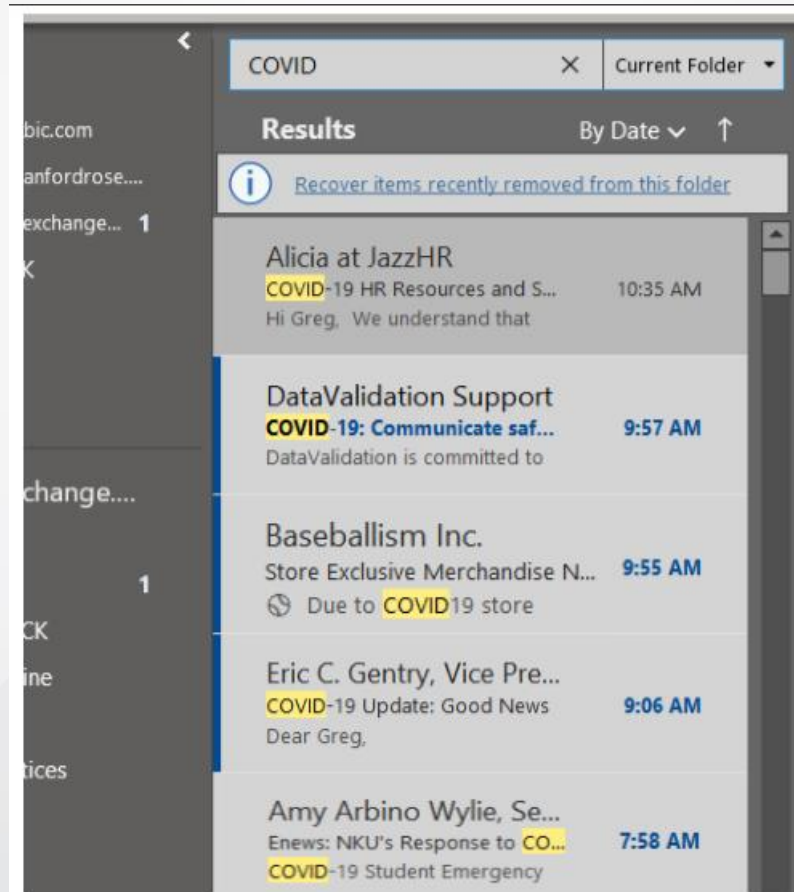
WORKING IN – BEING AN INFORMATION SOURCE

SHARE STORIES OF INSPIRATION – PERSONAL & PROFESSIONAL



WORKING IN – BEING AN INFORMATION SOURCE

LIMIT ANY COVID-19 THEMED EMAILS TO ONLY IF ABSOLUTELY NEEDED – PEOPLE ARE ALREADY SICK OF HEARING FROM PERIPHERY GROUPS ON HOW YOU’RE DEALING WITH IT.



WORKING IN – FOCUS ON WHAT YOU HAVE

- **THIS IS NOT THE TIME TO BE STOP MAKING PHONE CALLS**
- **FIRST OF ALL: MAKE SURE YOU ARE DOING OLD FASHIONED “HEAD HUNTING” FOR ANY SEARCH THAT IS STILL ACTIVE**
 - NO EXCUSE FOR NOT LINING UP 100 UNIQUE PEOPLE AND CALLING THEM ALL 2+ TIMES
 - IF YOU HAVE TO MAKE 500 CALLS – THEN MAKE 500 CALLS
- SOMEWHERE ALONG THE WAY OUR INDUSTRY MADE THE MISTAKE OF THINKING THAT BECAUSE WE GET PAID ON A CONTINGENCY BASIS IT MEANS THAT WE HAVE NO OBLIGATIONS TO THE PEOPLE WHO WANT TO USE OUR SERVICES.
- WE NEED TO SERIOUSLY RECALIBRATE HOW WE APPROACH OURSELVES AND COMING OUT OF THIS SITUATION IT WILL BE MORE IMPORTANT THAN EVER.

DO YOU KNOW WHAT CLIENTS REALLY WANT?

- **SURVEY OF OVER 300 COMPANIES USING RECRUITERS**
- **OVER 700 RESPONDENTS**
- When asked “How many unique candidates do you expect a Recruiter to target when you engage them on a search assignment?”
 - less than 50 2%
 - 50 to 100 9%
 - 101 to 125 46%
 - 126 to 150 28%
 - 151 or more 15%

89% EXPECT 100 CANDIDATES TARGETED AT THE MINIMUM

DO YOU KNOW WHAT CLIENTS REALLY WANT?

■ SURVEY OF OVER 300 COMPANIES USING DIRECT HIRE RECRUITERS

■ When asked “What percentage of those candidates do you expect to be CALLED by the Recruiter?”

■ Less than 50%	3%
■ 51 - 60%	14%
■ 61 – 70%	12%
■ 71 – 80%	27%
■ 81 – 90%	25%
■ 91 – 100%	19%

71% EXPECT AT LEAST 70% TO BE CALLED

DO YOU KNOW WHAT CLIENTS REALLY WANT?

- **SURVEY OF OVER 300 COMPANIES USING DIRECT HIRE RECRUITERS**
- When asked “How many times would you anticipate the Recruiter should call a particular candidate in an effort to recruit them?”
 - Once 8%
 - Twice 53%
 - Three Times 36%
 - Four or More 3%

92% EXPECT AT LEAST 2 TRIES FOR EACH PERSON

DO THE MATH ON CLIENT EXPECTATIONS

MINIMUM NUMBER OF CANDIDATES TARGETED 125

X MINIMUM % CALLED (80%) 100

X MINIMUM ATTEMPTS (2.5)

250
PHONE CALLS

REVIEW YOUR OWN SEARCHES FROM LAST YEAR:

HOW MANY OF THEM DO YOU HAVE 100+ PEOPLE IN YOUR PIPELINE?

HOW MANY OF THEM DID YOU MAKE OVER 100 PHONE CALLS ON?

ARE YOU EVEN CLOSE TO 250 CALLS/SEARCH

WORKING IN – THE BEST OF THE BEST

REBUILD YOUR BENCH – IT IS TIME TO GO DIAMOND MINING

- I HAVE NEVER MET A RECRUITER WHO DIDN'T COMPLAIN ABOUT THE STATE OF THEIR DATABASE AND THE PEOPLE IN IT.
- TAKE YOUR TOP 6 MOST IN DEMAND SEARCHES AND LINE UP THE TOP 100 PEOPLE IN YOUR DATABASE FOR EACH PROFILE – IGNORE WHEN YOU LAST TALKED TO THEM – CALL THEM ALL.
- TALK TO THEM HONESTLY – BUT FOCUS ON THEM.
- *“I’m talking to a lot of people who have discovered that they weren’t really appreciated as much as they thought by their current employers, so I’ve been reaching out to people in my core areas to find out exactly what’s been happening to them – how did your company react to this situation?”*

A FOCUSED DATABASE = MARKET MASTERY

DO YOU REALIZE HOW IMPORTANT TRUE MARKET MASTERY IS?



WORKING IN – THE BEST OF THE BEST

S.T.A.R. MARKETING – NOW IS THE PERFECT TIME TO DO IT

- **S** = SPECIAL

- **T** = TALENT

- **A** = AVAILABLE

- **R** = READY

A.K.A:

Most Placeable Candidate

Skill Marketing

F.Y.I.

Purple Squirrel Marketing

- YOU ALL KNOW YOUR DESKS WELL ENOUGH TO SAY “THIS IS THE MOST UNIQUE, MOST IN DEMAND TYPE OF TALENT MY INDUSTRY IS ALWAYS LOOKING TO UPGRADE”

WORKING IN – THE BEST OF THE BEST

THE STRATEGY – ESPECIALLY NOW

- PUT TOGETHER A LIST OF THE 25 MOST IMPRESSIVE PEOPLE YOU HAVE IN YOUR DATABASE THAT FALL INTO THE “EVERYONE NEEDS ONE” CATEGORY
- CALL THEM ALL – CONNECT WITH THEM ALL
 - *“Name, good morning, this is Greg Doersching from the Griffin Group. I know it’s been a while since you last talked to someone at my firm, but for someone with your background, we have a very long memory. Anyway, I was hoping I might grab a few minutes and ask you for some help if you don’t mind.”*
 - *“Sure - how can I help you?”*
 - *“Thank you, right now were getting calls from a lot of people who are discovering exactly how important they were to their company and with furloughs and layoffs there’s a lot of uncertainty right now but one of the areas that isn’t being affected as much is for people who have developed expertise in name their specialty and I thought you may have heard of someone in your field that might not be happy with the way the last few weeks have been handled.”*

WORKING IN – THE BEST OF THE BEST

THE STRATEGY – ESPECIALLY NOW

- INITIATE A S.T.A.R. MARKETING CAMPAIGN
- THE VOICEMAIL
 - *“Name, this is Greg Doersching from the Griffin Group. I’m calling because right now I am working with very highly skilled person from one of your competitors who has become interested in making a change because of the current situation. He/She has ... (insert a short description of their skills) if you had any interest in having a conversation with a person with that unique skillset please feel free to give me a call. My numbers is...”*
- ONE SPECIAL CONSIDERATION
 - MONEY IS ON EVERYONE’S MIND RIGHT NOW – HOW YOU PRICE YOURSELF OVER THE NEXT COUPLE OF MONTHS MIGHT BE AN ISSUE BECAUSE OF THE CURRENT SITUATION. IF ASKED – BE PREPARED – HAVE A FLAT FEE READY TO GO.

WORKING IN – SENIOR CANDIDATE CALLS

NOW IS A GREAT TIME TO CALL EVERY PERSON WHO COULD BE A POTENTIAL CLIENT – BUT CALL THEM LIKE A CANDIDATE

- IT'S A VARIATION OF A SPIN CALL – ONLY YOU'RE NOT TALKING BUSINESS DEVELOPMENT UNTIL THINGS GO BACK TOWARD NORMAL – BUT YOU BUILD THE RELATIONSHIPS NOW

THE VOICEMAIL

“NAME, good morning, this Greg Doersching and I’m an Executive Recruiter who specializes in the _____ industry, I know I’ve reached out to you in the past and with everything that’s happening right now between furloughs and layoffs I just wanted to reach out and see what your situation is and hopefully talk a little bit about your future as things move forward. If you could give me a call back at 414-421-7522, I’ll look forward to it.”

THE CALL – FOCUS 100% ON THEM – BUT DROP-IN LITTLE SALES NUGGETS.

- Spent the last 27 years focused entirely on the cheese industry.
- I’ve placed 16 Vice Presidents at cheese companies in the last FOUR years.

WORKING IN – SENIOR CANDIDATE CALLS

ASK – HOW ARE YOU? BUT DO IT SINCERELY.

- TALKING POINTS:

- A lot of people are finding out how true current company appreciated them based on what's happening right now.
- For some people that means they've suddenly become open to opportunities
- For others, it means we have a lot more to offer people than other places
- In either case, it's got a lot of people thinking and talking about what they are going to do as soon as the world heads back toward normal
- I just wanted to see what your situation was while I had a better chance of connecting with you.

WORKING IN – IT'S INTERVIEW TIME

TALKING TO ANY CLIENT WHO HAD AN OPEN POSITION BEFORE THIS STARTED – EVEN IF THEY SAID EVERYTHING IS “ON HOLD.”

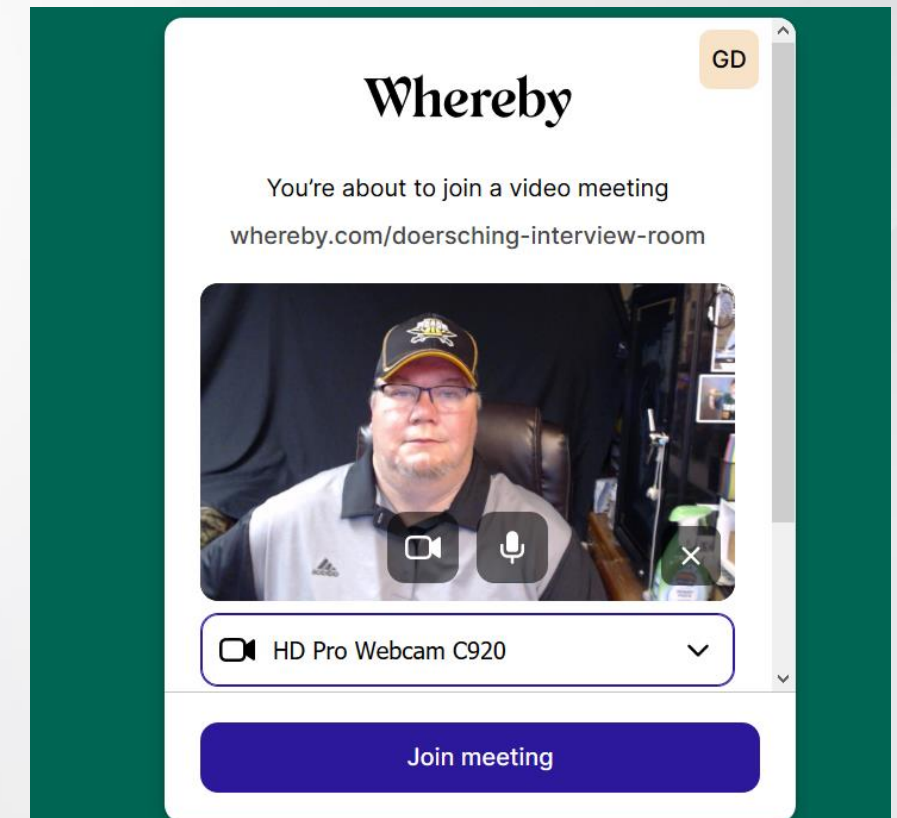
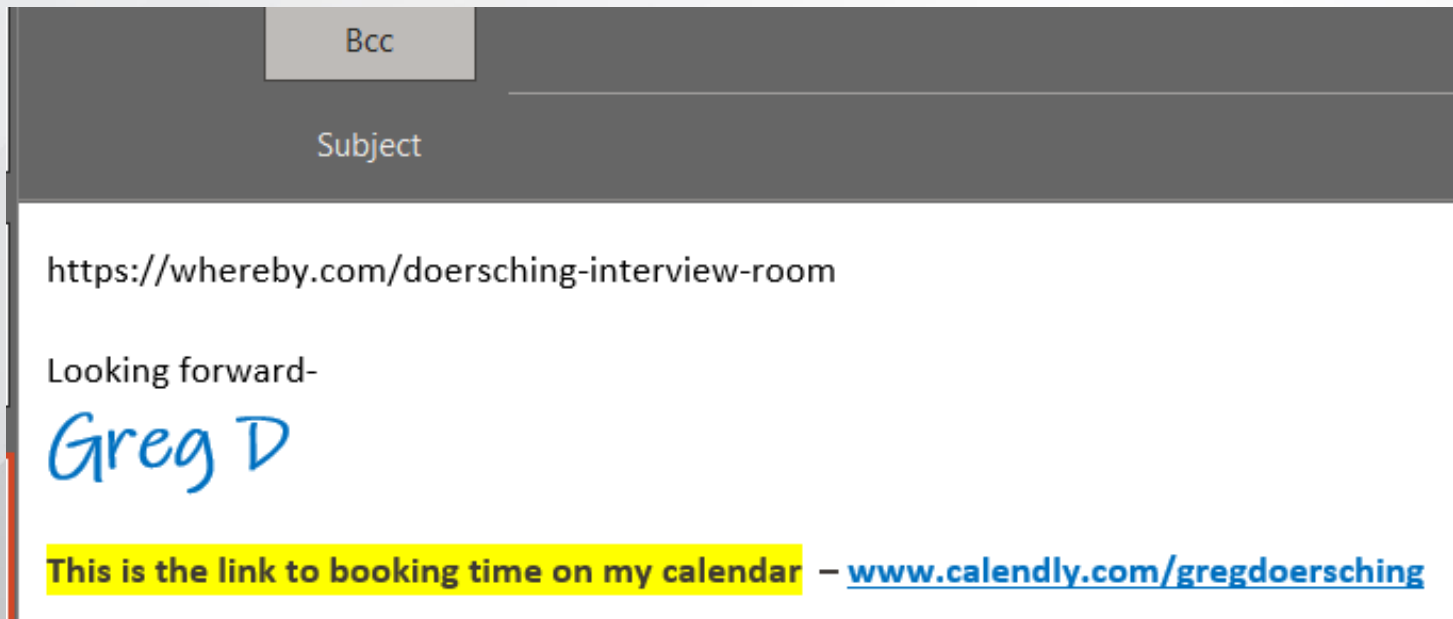
TALKING POINTS:

- **Ask questions first?**
 - Are you saying you're not going to fill that role EVER, or you're just not ready to extend an offer in the next 30 days while we were all practicing “social distancing”?
- If they are just talking about the “timing of the hire,” - try to change the logic.
 - One of the things I've discovered, and a lot of my other clients are already on board with this is, yes, now is not the right time to bring someone in for a face-to-face sit down. But it is the perfect time to widen the pool of candidates and do a lot more “first interviews.”
 - People are at home, and no one is traveling, no conventions – we have access to a whole group of people now who were just “too busy” to get on the phone three weeks ago—using this time to find the best of the best. This is a great way to stay in front of the game before transitioning back to our “normal” lives.
 - Between phone interviews and video conferencing you can get a really clear picture of a person's skill set and personality – I even know of people who have been hired without even setting foot in their new company yet.

WORKING IN – VIDEO INTERVIEWS

GREAT VIDEO INTERVIEW TOOLS:

- ZOOM – one of the best, most popular tools, helpful features.
- Whereby.com – a very easy to use tool, it's free, you can “start” the interviews.



WORKING IN – VIDEO INTERVIEWS

VIDEO CONFERENCING TIPS:

Tip #1 - Lighting

Lighting is the key to great video and will make you clearer on your video stream and allow “virtual backgrounds” to work better. Make sure there is MORE light in front of you than behind you. Bring in a desk lamp to light the side of your face. Open a window slightly to add more light to the other side of your face. You just want to make sure to have more lighting on your face than on the background. Need a cool light to clip on your desk? [Check this one on Amazon – it is the one I use](#); it is USB powered and clips on your desk:

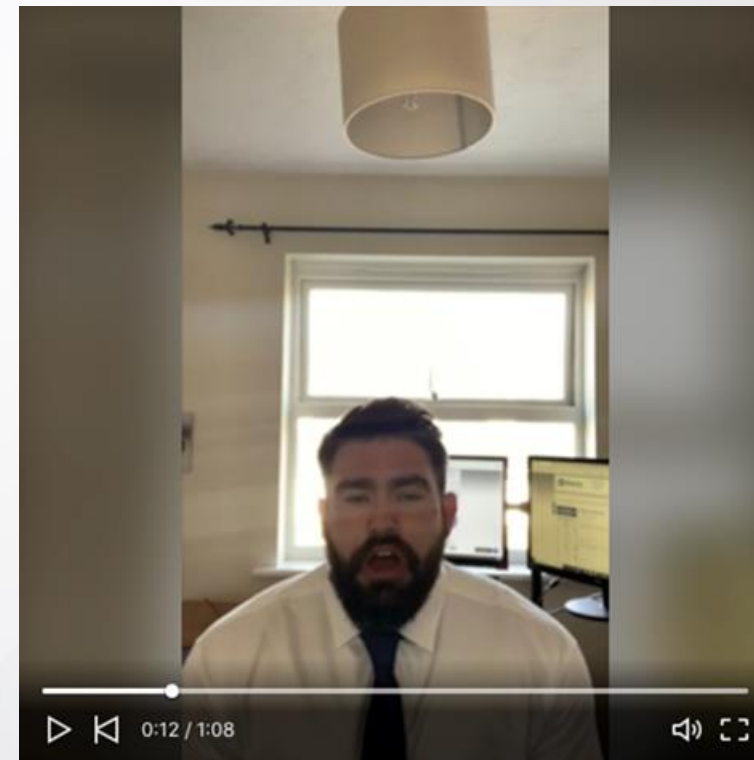
Tip #2 - Turn off the Things That Go “Ding”

If you have instant messenger, Apple Messages, or other apps that “ding” open on your desktop, be sure to turn them off before your video calls. The “ding” notifications on your computer are broadcasted during a Zoom call. Just turn them off, or at least silence the notifications.

WORKING IN – VIDEO INTERVIEWS

Tip #3 - Check Your Headroom

In the TV world, the space above the top of your head to the top of the video frame is called “headroom.” Too much headroom can be distracting, so here’s a simple way to set up: Once your video is on, put 2 to 3 finger-widths of space at the top of your head to the top of the frame. This improves your appearance and lines up your eyes to an appealing level (in design, we call it the rule of 3rds). Your eyes are on the top 3rd of the video screen.



WORKING IN – VIDEO INTERVIEWS

■ Tip #4 - Do Your Hair and Makeup

- Whether working from home or remotely, be sure to check your appearance before each video meeting. Check/double-check your hair/makeup and clothing choices; business casual is still the best bet, and bold, solid colors look best. Vivid colors will “pull you forward” visually in the frame.

**THIS IS NOT
HOW YOU
WANT TO LOOK
ON A VIDEO!!**



■ Tip #5 – Check your Background

- Be mindful of what’s behind you – you don’t want them seeing something that influences their perception of you – hang a plain old sheet on the wall.



WORKING IN – VIDEO INTERVIEWS

■ ON THE CLIENT SIDE

■ A VIDEO OF THE WORKPLACE

- One of the most significant “losses” of not being able to do an on-site interview is the candidate loses the perception of how “nice” a place is.
- Take a “walk” around the office with your smartphone – shoot a 60-second video of the surroundings – highlighting the environment so candidates don’t lose that perspective.
- Send it a part of a follow-up email to the candidate.



A FINAL THOUGHT

BE THOUGHTFUL

**UNDERSTAND THE UNIQUENESS OF
EACH INDIVIDUAL SITUATION**

DO NOT ACT DESPERATE

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

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