Quarter #2

Meeting 1

NLE TV Episode: “Power Planning”
Presenter: Jordan Rayboy, President and CEO of Rayboy Insider Search
Episode Run Time: 33 minutes
Summary: In this presentation, Jordan focuses on planning, and how to become more aware of how you are spending your time. What’s interesting is the fact that Jordan and his team work completely via remote offices. His office is luxury mobile home – so he HAS to have fantastic planning skills. You’ll learn how to plan your time, how to track and measure performance, how to automate research, and much more.
Possible Homework: For the next week, ask each associate to set three “action items” they commit to, and set a date to revisit progress. Each individual can find an accountability partner to help hold them to these commitments and changes in behavior!

Meeting 2

NLE TV Episode: “The Art of Attraction Based Recruiting”
Presenter: Greg Doersching, Founder of The Griffin Group
Episode Run Time: 28 minutes (Part 1)
Summary: In this session, Greg puts specific steps behind the art of attracting the passive candidate market. Research shows that nearly 75% of the candidate market is waiting for an opportunity to come to them; this session is not geared around sourcing the active candidate pool on job boards or who are seeking you out. Greg shares insights around how he successfully attracts a candidate to opportunities, tells compelling client “stories” and closes to ensure the right fit.
Possible Homework: Take the categories that Greg covered (company profile, what the company offers, and the community) and break down each of those areas for your current top search. What facts and stories do you have to describe each of these areas in a way that attracts a passive candidate? Use these stories to re-script your recruiting presentations based on the new information you just brainstormed during this meeting. Bring your revised scripts to the following meeting to share and continue to build on both factual and emotional selling information.

Meeting 3

NLE TV Episode: “The Art of Attraction Based Recruiting” (continued)
Episode Run Time: 30 minutes (Part 2) start at 28:00
Summary: Above
Possible Homework: Greg’s session has talked primarily about a compelling recruiting presentation – what about voicemails? For homework, script out a compelling voicemail script and track the results for a week compared to results from prior weeks. A voicemail is usually your first chance to make your impression – and without a call back, a great recruiting presentation will never be heard! For more information around effective voicemail techniques and navigating through gatekeepers, print off Rookie Module 4 Workbook “Executing the Call” for specific scripts pertaining to both vague and compelling voicemails.
Meeting 4

**NLE TV Episode: “Big Biller Episode”**

**Presenter:** Nathan Hanks, Former MRI Network #1 Producer  
**Episode Run Time:** 30 minutes  
**Summary:** Nathan Hanks ranked #1 out of 5,000 peers in 44 countries within the MRI Network, the world’s largest professional search organization. His boasts the astonishing record of over $3 million cash-in in one calendar year. He broke his firm’s all-time record for company production, won awards for client service, and created a national ERP software practice producing $30 million in revenue with more than twenty Fortune 500 clients. Every recruiter, new or tenured, that is interested in a lucrative, life-long career will benefit from this critical information!  

**Possible Homework:** Market Mastery is a concept that nearly every Big Biller references as a key to their success. There is an article attached to Nathan’s Facilitation Guide titled “The Mantra of Denny Crane” by Jeff Kaye. For homework, the group can not only read that article for a better understanding of Market Mastery, but also can log on to the **Next Level Exchange** and click on the **NLE Library**. Under “**Approaches to Marketing**”, have each person spend time on the “**Market Mastery**” section of the Library. Have each person come prepared to the next meeting with at least two new Market Mastery scripts, a new voicemail using a Market Mastery script, and a follow-up email template to be used when Market Master Marketing.

Meeting 5

**NLE TV Episode: “Spotting Danger Signs”**

**Presenter:** Scott Love, Owner of Scott Love Associates  
**Episode Run Time:** 25 minutes (Part 1)  
**Summary:** Spotting the Danger Signs to detect future problems with Clients and Candidates is key to the success of your recruiting business. In this content-rich session from industry expert and trainer Scott Love, you’ll learn to ask the right questions, the right kind of questions and how to use follow through dialogue to gain commitment from clients and candidates.

**Possible Homework:** Create a document that you will use for the next week to help you better understand your **Candidate’s Background**, grasp a firm knowledge of his/her **Uniqueness and Value**, and know the **Saleability** of your candidate. This could be something that you use to present your candidates to clients – it can also simply be used to help you better identify the areas you need to further explore.

Meeting 6

**NLE TV Episode: “Spotting Danger Signs” (continued)**

**Presenter:** Scott Love, Owner of Scott Love Associates  
**Episode Run Time:** 19 minutes (Part 2)/ start at 25:00  
**Summary:** Above  
**Possible Homework:** Scott candidly discusses how to cover the counter-offer throughout the entire placement process. Sit down with your team and discuss an SOP for covering counter offers. If not already done, create a step by step process, similar to Scott’s and begin utilizing it when working with new candidates.
Meeting 7

NLE TV Episode: “Perm Fee Negotiations”
Presenter: Neil Lebovits, President and Founder of The Dynamic Sale
Episode Run Time: 29 minutes (Part 1)
Summary: Neil shares the secrets & systems that he has developed and harnessed while working himself up over his 20+ years in the industry. Neil discusses how “Perm Fee Negotiations” is a comprehensive methodology more than an isolated closing technique. He’ll cover how you can never be overpriced with contingent agreements, negotiations 101, and the business decision steps to a close.
Possible Homework: Create several specific scripts that help you navigate through the four scenarios above, and any others that you encounter on a frequent basis. Carefully think through your responses, then practice your delivery; start securing those fee agreements and new client relationships!

Meeting 8

NLE TV Episode: “Perm Fee Negotiations” (continued)
Episode Run Time: 20 minutes (Part 2) / start at 29:00
Summary: Above
Possible Homework: In Neil’s session, he shares one of the key points in any negotiation: “If I receive a demand or request, I should always ask for something equal and appropriate in return. Take the list that was started in this session and add to it, and then create a document with Mutual Expectations that can be sent to both a candidate and a client to ensure a truly collaborate partnership with your marketplace!

Meeting 9

NLE TV Episode: “The Spectrum of Search Solutions”
Presenter: Rob Mosley
Episode Run Time: 34 minutes
Summary: In this presentation, “The Spectrum of Search Solutions”, Rob gives an overview of developing your value proposition, presenting your recruiting and search solutions, and the “Client Focused Search®” Approach.
Possible Homework: Rob talks a lot about creating a value proposition. Listen before you act! After your team has reviewed this session role play the common question “How do you work?” In addition, script out your dialogue with your client prior to making a recommendation. Utilize page three of the facilitators guide as a blue print for your script.

Meeting 10

NLE TV Episode: “Big Biller Episode”
Presenter: Chris Schoettelkotte, President and CEO of Manhattan Resources
Episode Run Time: 40 minutes
Summary: Since starting his firm in 1999 with no prior recruiting experience, Chris’ constant push towards growth and excellence has created an organization with multiple offices, presently with 16 executive recruiters responsible for more than two thousand placements within the energy industry. In this session, you’ll hear Chris’ perspective on becoming a “Trusted Advisor” for his clients, how he converted his practice into a fully retained search office, and how he continues to grow his business.
Possible Homework: Chris shares his exact script that he uses with clients to explain the difference between a contingent relationship and a retained one. Revise your scripts if needed, and for additional homework, have each associate select the Top 3 Fee Clearing Objections they encounter. Prior to next week’s meeting, have each associate log on to the Next Level Exchange and click on the NLE Library. Under “Service Charges” you will see “Resistance and Rebuttals” with 10 specific Fee Clearing Objections and multiple rebuttals to each. Have each associate select the top 3 objections they can improve, re-script their new responses, and role play with each individual to fine-tune their new rebuttals.

Meeting 11

NLE TV Episode: “Radical Reference Checking”
Presenter: Jeff Skrentny, President and Owner of Jefferson Group Search
Episode Run Time: 36 minutes (Part 1)
Summary: Why, for most recruiters, does reference checking seem to be an afterthought of the search process? Most still put off a reference check until the very end of their deal making process. They see it as a tedious and time consuming last step; when actually, reference checking should be the first thing they do. Reference Checking has now become Jeff’s most successful prospecting technique. It has lead to over 53% of his billing dollars since January of 2002, it all but eliminates the voicemail/caller ID problem recruiters must endure, it has lead to the referrals of more than 39% of the candidates he has placed since 2002, and he estimates that it has reduced the amount of time his team spends checking references by about 70%.
Possible Homework: Most recruiters use a Reference Check Form that is stale and dated. For homework, revamp your Reference Check Form. To get started, your team can log on to the Next Level Exchange and click on the NLE Library. Under “Approaches to Marketing”, have each person spend time on the “Reference Check” section of the Library. Have each person come prepared to the next meeting with a new and improved Reference Check form and Reference Check follow-up email.

Meeting 12

NLE TV Episode: “Radical Reference Checking”
Episode Run Time: 24 minutes (Part 2) / start at 36:00
Summary: Above.
Possible Homework: One of the best ways to differentiate your approach is by having statistics that nobody else has. These are often tedious to gather and aren’t something that recruiters are patient or organized enough to track – but think about the impact you could make when you have statistics like Jeff’s:

- Placed more than 1147 professionals in the Chicagoland area since 1987
- Has an incredible success rate of over 95% with searches he completes
- Is proud that 82% of his hires are still employed with his clients 3 years later
- And that 61% of his placements are still employed with his clients 4 years later
- And that over 55% of his hires have receive at LEAST one promotion since being hired

Over the next week, devise a system that allows you to track either your past placements or new placements moving forward.