



NEXT LEVEL Coaching

GREAT CUSTOMERS ARE TARGETED – NOT FOUND!

CREATING A TRUE NEW CLIENT STRATEGY



GREG DOERSCHING

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CREATING A TARGETED PROSPECT LIST

The Overall Makeup of the Targeted List

- When you start to think about putting together the targeted list there are 4 major components that need to be combined to reach a conclusion on whether a specific company should make your list or not.

The 4 Major Components to Profile

- Geography
- Company Size
- Technical Profile
- Points of Contact



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GEOGRAPHIC PROFILING

- Geography Can Be Anything You Want It To Be But Start With Your Own Back Yard
- Your Backyard Is 180 Miles From Wherever You Live
- You Have To Do The Research First

BEST FREE SOURCE FOR INFORMATION – REFERENCE USA



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PROFILING COMPANY SIZE

5 COMPANY SIZES

| | #of Employees | Gross Sales |
|--------------------------|---------------|--------------------------------|
| 1. Giant | 5000+ | Over \$1 billion |
| 2. Big – Publicly Traded | 2000-5000 | \$500 million to \$1 billion |
| 3. Big – Privately Held | 2000-5000 | \$500 million to \$1 billion |
| 4. Medium | 300-2000 | \$100 million to \$500 million |
| 5. Small | Less than 300 | Less than \$100 million |



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DEVELOP MULTIPLE POINTS OF ENTRY

You ALWAYS Start by Targeting TRUE Decision Makers

3 Specific People You Always Target

- Someone in the "C Suite" – CEO/CFO/CIO/President/Owner
- The Highest Level Human Resource Person at the Company
- Vice President over the Area that Controls Your "bread and butter" Searches



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THIS COMBINED INTELLIGENCE BECOMES YOUR LIST

The Size of Your Prospect List Should be Based on Your Current Desk

- You have a well established Desk (10+ Cornerstone Clients) = 50 Prospects
- You have a Growing Desk (5-9 Cornerstone Clients) = 100 Prospects
- You have a New Desk OR Your Full Time BD Person = 200 Prospects

The Ratios for Your Prospect List

- 10% Big Companies – Publicly Traded OR Privately Held
 - With Big Companies Target Specific Locations First NOT Corporate
- 70% Medium Companies – Privately Held
- 20% Small Companies – Privately Held

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CREATE AND MEMORIZE POWER PHRASES

- **Quality of Candidates –**
 - "Jim, we know that one of the most frustrating things you could ever encounter when working with an agency is seeing candidates that don't fit what you're looking for. So we have a strict rule here, we will NEVER submit a candidate that doesn't meet 3 criteria simultaneously. They must have at least 90% of the skills you outline, they must be willing to accept an offer in the salary range YOU outline and they must be motivated by something other than money to pursue the opportunity. If a candidate doesn't have all 3 of those at the same time we don't send them. As a matter of fact we are so serious about that rule if I were to send someone who doesn't meet those criteria I can get fired for it!"
- **Speed -**
 - "Sally, I know it's critical that we deliver quality candidates in a timely fashion and the process we use here ensures some very specific results. From the day we get an assignment to the day you have 3 qualified candidates ready to interview is typically less than 18 days."

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CREATE AND MEMORIZE POWER PHRASES

- **Longevity –**
 - "Sally, I know one of the things people are watching for is how long a candidate hired through an agency stays with your company, you don't want to be paying fees on the same position every other year. With the process we use that is not an issue. As a matter of fact 72% of the candidates we placed 5 years ago they are still with the company where we placed them and over ½ have been promoted at least once."
 - "We further back that up with one of the longest replacement programs in the industry – 1 full year."
- **Accepted Offers –**
 - "Jim, there is nothing more frustrating than working with an agency and then having the candidate you want decline the offer. We recognized that and it's part of the reason our process works the way it does, but, because of our process – I can tell you that in the past 5 years 96% of the offers that were extended through us have been accepted."

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THE FRIDAY EMAIL

Follow Up Email to Target Marketing Call

Jim,

I left you a voicemail a couple of days ago but thought maybe this was a better way to reach you. I would like to talk with you about the possibility of our firms partnering together this year. As I'm sure you know the Griffin Group has an excellent reputation for the work we do as experts throughout the Dairy industry and as such we look to align ourselves with the premier companies in the industry, such as yours. I am attaching a quick sheet containing highlights on our company and the services we offer.

I would like to schedule 15 minutes to talk about the work we do but I know how crazy schedules can be – this is a link to my personal calendar – please pick whatever works best for you.

www.calendly.com/gregdoersching

Regards,
Greg Doersching

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THE FRIDAY EMAIL

What Gets Attached to this email.

- As you follow this pattern of phone call – phone call – email, each time you want to add a unique but memorable attachment to these emails. Here is what I attach over the course of a year and I repeat the same pattern every year. (See Samples on the next page)
- 1st Attempt – 1 page Marketing Piece and Personal Profile
- 2nd Attempt – Quarterly Newsletter
- 3rd Attempt – STAR Candidate that fits their industry
- 4th Attempt – Relevant Employment Article
- 5th Attempt – Salary Survey
- 6th Attempt – Quarterly Newsletter
- 7th Attempt – Relevant Employment Article
- 8th Attempt – Thanksgiving Card (Snail Mail)

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1-PAGE MARKETING PIECE

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1-PAGE MARKETING PIECE

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