

Name: _____

Phone: _____

So You Want to Add Direct Hire in Eight Weeks With \$50,000? Can Do!

Peter Leffkowitz
Morgan Consulting Group
peter@morgancg.com


Wednesday, Oct. 26
4–5 p.m.



So You Want to Add Direct Hire in Eight Weeks With \$50,000? Can Do!

Peter Leffkowitz
 Founder and Chief Executive Officer
 Morgan Consulting Group

Wednesday, Oct. 26, 4-5 p.m.




Morgan Method: Direct Hire - 8 Weeks / \$50K



Since 1997, 1200 students per year have travelled from 4 continents, to a working ranch in Kansas City, to spend 3 days in a log cabin being coached by Peter. His clients read like the 'Who's Who of the Staffing Industry'. He has more 500k-1 million dollar students under his belt, than any other industry trainer. He is considered the most dominate influence in setting standards of both verbal technique, creative e-Sourcing, and managerial models for the staffing industry.

Since 1997, the majority of his training has taken place at his Tall Pony Ranch in Kansas City, a 75-acre ranch doubling as a training campus for recruiters and owner/mgrs. His webinars are short blasts of impacting lunch-hour demonstrations of both verbal technique and very Coolean™ strings that recruiters can plug-and-play within minutes of the training session.

In addition, Peter oversees his own multi-office brand of search firms: Morgan 20/20 Search.

A father of 3 sons and a daughter, an active horseman who trains and sells polished trail horses and mules, Peter is married to Cindy, his work and life partner.



Tall Pony Ranch




Morgan Method: Why Go Direct?

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“10% of our business is already ‘perm.’”

Yes Nope

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Morgan Method: Why Go Direct? cont.

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“I already have someone who has done a few direct hires. She kinda likes it anyway.”

Yes Nope

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Morgan Method: Why Go Direct? cont.

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“Temp is going really well right now.
I can do both.
No really, I can handle it.”

Yes Nope

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Morgan Method: Why Go Direct? cont.

“More pennies on the dollar.”

Yes Nope

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Morgan Method: Why Go Direct? cont.

“We know the market.
We have direct connections with our
temp clients.”

Yes Kinda sorta... Nope

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Morgan Method: Why Go Direct? cont.

“I want to dominate my market niche
and fill the vacuum before a direct
hire firm adds temp.”

Yes Nope

Q: Why be leery of a Direct Hire firm
adding temp or contract?

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Morgan Method: Let's Get Started!

Your Toolkit

- People
- The Training System
- Technology
- Prospect Client Database
- Cash

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Morgan Method: Training System

1. Select Trainer/

- Proven – current clients – PDA (200K+)
- Solo history or built offices?
- Audit KPI's and expected ratio quality
 - APPS: PL ≤ 15:1
 - JO: Fills ≤ 4:1
 - SO: PL ≤ 4:1
- Reports and analysis
- Has Digitized Forms
 - Interview
 - Position Intake
 - Reference Checks
 - Activity Tracker
- Has time management system
- Offers management training

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Morgan Method: Technology

- Provide laptops
- Select ATS or CRM
- Printer/Scanner
- VOIP Phone System – Provides reporting tool
- Manual candidate hard copy back-up system (Grouped by title/industry)

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Morgan Method: Client Target Database

New staff should never have to hunt down WHO to do business with.
PROVIDE THE LIST!

If Generic Functionalities:

- Accounting
- IT
- Advertising/Marketing
- Security

Sort by SIZE, GEO, Revenues.

If Specific Industry Sectors:

- Pharma
- Financial
- Healthcare
- Defense
- Insurance
- Food

Sort by SIC Code, Size, Geo, Revenues.

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Morgan Method: People: Staffing Up

Your Goal

- Quad completion in 18 months
- First placements by 3rd month
- PDA at 4 months+; 25K
- 12 mo: 600K+ 18 mo: 1mm

<p>Quad Leader</p> <ul style="list-style-type: none"> Primary Biz Dev Internal Recruiting Activity Management QC and DIP's Runs a 360 desk 	<p>360 Sr. Recruiter</p> <p>24-35 Months or 300K Annual Billing</p>
<p>360 Staff Recruiter</p> <p>7-23 Months or 275K Annual Billing (18 month billings)</p>	<p>180 Rookie/Intern</p> <p>0-6 Months or 75K Billing</p>

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Morgan Method: Who to Hire?

From Competition: 😊 **if...**

- 250K+ Billing (verified)
- Not single client rich
- Worked 360 desk
- Brings W4 proof of earnings
- Open to new methods

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Morgan Method: From Where?

Transfer from Temp Side?

...Oh boy.... Here we go

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Morgan Method: Pre-Search Histories of 300K Biller

<p>Retail</p> <ul style="list-style-type: none"> • High performance sales • Management • Clothing • Large ticket 	<p>Hospitality</p> <ul style="list-style-type: none"> • Management • Convention sales • Premium restaurants 	<p>Brokerage</p> <ul style="list-style-type: none"> • Commercial real estate • Financial services • Insurance (non-personal) • Mortgage
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Common Themes?

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Morgan Method: Innate Character Traits

- Stimulating story teller
- Shows intensity in listening
- Accurate people reading skills
- Socially Intrusive
- Ready, **FIRE**, Aim vs. Ready, Aim, Aim, Aim...

And 11 more...

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Morgan Method: Compensation

Base = Stability

Activity Bonus**

- Set rhythm
- Stimulates 'origination'

Commission

- Stimulates 'closure'

(+) Reward for excellence levels;
(-) Reward for unacceptable levels

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Morgan Method: It's gone too fast!

Come study with us at Tall Pony Ranch!

MORGAN CONSULTING GROUP

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Thank You for Attending

Peter Leffkowitz
Founder and Chief Executive Officer
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