




See Yourself As A Trusted Advisor.






Common Problems Regarding BD


1. Thinking linkedin and email is enough
2. No clear goals nor strategy for BD
3. Not doing a little bit every day
4. Thinking they don't need more clients
5. Not seeing the full value of BD
6. Not seeing themselves as a trusted advisor, only a low level vendor
7. Stopping when client says "no"
8. Feeling like they are annoying decision-makers
9. Sticking to one point of contact.
10. Not understanding how HR thinks.



Principle of Expectation/Odds Five Paths of Getting Business

1. People who have done business with you
2. People who know you
3. Referrals
4. People who have heard of you
5. Cold Calls






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The Power of the MPC

Synergy
Leverage

1. You could make a placement with one call.
2. You'll get other assignments.
3. You are making a contact.



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Higher Odds

Lower Odds



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MPC Ideas

1. Find candidate who wants to move, an 8 – 10.
2. Confirm agreement and commitment and plan.
3. “Is this the type of person who would provide value to your organization?”
4. If no interest and if they don’t give you searches:
 “I am seeing some movement of some very talented people right now. If there is someone I come across that I should call you and tell you about right away, what type of person would that be?”



**This is what you need to do:
Think like “Mad Men”**





Before You Make That First Call:

1. What’s your story? Your uniqueness
2. Uniqueness of your company?
3. How will that benefit your clients on a personal and emotional level?
4. One page marketing doc:
 - 1.USP
 - 2.Define niche
 - 3.Sweet spot client
 - 4.How are they going to hear about you?



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What you need to ask:

“How are we unique?”

- Region (local or national?)
- Industry verticals
- Function verticals
- Professionalism
- Tenure of contract associates
- Tenure of staff in your company
- Training offered to staff and associates
- History
- Commitment to community



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What you need to ask:

“So what? How will this benefit our clients on a personal and emotional level?”

- Get staff in place so strategy is the focus.
- Can worry about solving other business problems.
- Can be more strategic.
- Can spend more time with customers, leading to margins.
- Peace of mind.
- Make you look like a hero.




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The Scenario: Sales Mode


1. What steps have you taken to fill that position?
2. What is your priority for filling it on a scale of 1 – 10?
3. Does that mean I should clear my desk off of my existing clients and push them off to the side and make your search my top priority?
4. What is important to you in selecting a search firm?



Background questions:


W5H:
 Who
 What
 When
 Where
 Why
 How






Beyond SPIN Selling:


Situation
 Problem
 Implication
 Need





The IMPLICATION Quadrant

	Positive	Negative
Professional	What good things will result in the office if you place your candidate?	What bad things will happen in the office if the position goes unfilled or if wrong candidate is hired?
Personal	How will that affect your client personally?	How will that affect your client personally?





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Making your presentation:

“Let me tell you about our company, our process, and how I can help you to...”



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Process:

“Let me tell you about our process. There are three phases. The recruiting phase, the interview phase, and the transition phase. I get involved in all three.”



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Process:

“For all that, we charge a rate/one time fee of ___%, and if you are okay with that, let me get your email address and I will forward over our fee schedule, and then we can schedule another call to drill down on the specifics.”



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Move to Trusted Advisor

Outsider -> Insider

1. Value
2. Trust
3. Relationship



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Ideas on authority:

1. Power phrases that lead them forward. "Let me make a suggestion."
2. Speak in terms of numbers. "There are two reasons why..."



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Ways to give advice effectively:

1. Ask: Can I make a suggestion?
2. I observed _____ and I have seen that before (elaborate). If we do _____ then we can get _____.
3. You may want to _____ (specific recommendation).



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Set Expectations

1. Communication, deposit / withdrawal.
2. Say "because"
3. Tie down with the two magic questions:
 "Does that make sense?"
 "Are you okay with that?"



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Questions & Answers