



1



2



Stacy Napoles
Senior Director of Training and Development
Kaye/Bassman International and Next Level Exchange

3



Welcome
October 2024



4

OBJECTIVES

5



Objectives

- Understand the psychology behind what attracts candidates
- Identify components of an attraction-based job description
- Use the backpack theory to create your recruiter “story”



5

ATTRACT FIRST

6

Attraction
Making a person aware of an opportunity

1 ATTRACTION



6

ESTABLISH INTEREST

7

Attraction

Making a person aware of an opportunity

1 ATTRACTION

Establishing interest

Only the prospect can determine their level of interest

2 ESTABLISHING INTEREST



7

QUALIFY

8

Attraction

Making a person aware of an opportunity

1 ATTRACTION

Establishing interest

Only the prospect can determine their level of interest

2 ESTABLISHING INTEREST

Qualifying

Ensuring the candidate accurately matches key points

3 QUALIFYING



8

FOUR TYPES OF CANDIDATES

9



- **Active** – Unemployed people have put the resume onto one of the big boards – CareerBuilder/Monster/Indeed
- **Passive** – People completely satisfied with their current job, not thinking at all about making a change
- **Selectively Active** – People who will make a change, but they will hand-pick where their resume goes
- **Planted** – People who have achieved a point in their career where they are completely happy with their role, their compensation, their company and how that interacts with their personal life, they are now **ROOTED** in this job and not ever going to make another move



9

UNDERSTANDING WHAT ATTRACTS CANDIDATES

10



10

THE PRIME MOTIVATORS

11

Quality of life

Better **quality of life** for them and their family – includes both the quality of the candidate's work life and their personal life.

Ego

People want to be good at what they do – **ego**. This includes taking on more responsibility and doing it well, challenges, job fulfilment and satisfaction.

Advancement

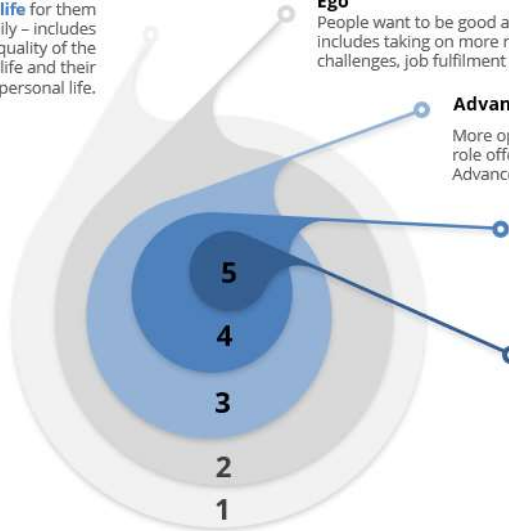
More opportunity for **advancement** – will this role offer them a step forward in their career? Advancement is much more than a title change.

Location

Location can mean different things such as getting closer to their hometown, shortening a commute or working fully remote.

Compensation

People expect to receive good, fair **compensation**.



11

WHY DOES ADVERTISING WORK?

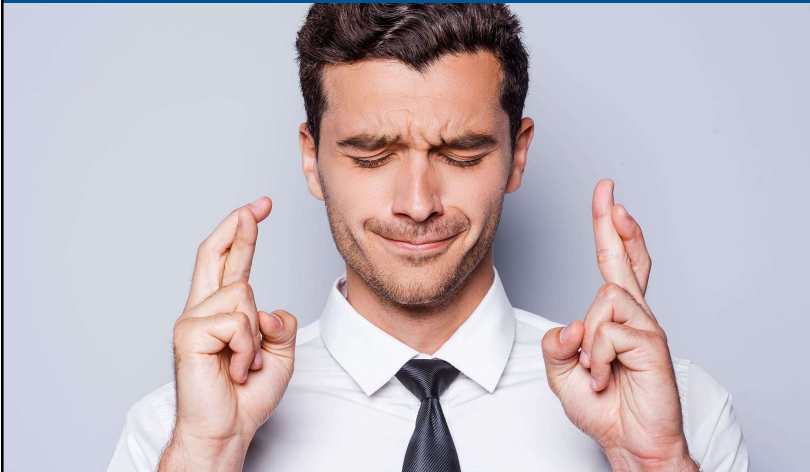
12



12

CANDIDATES ARE ATTRACTED TO DETAILS

13



- Give them the details
- Don't present vague, generic information
- Don't simply read the job description



13

CANDIDATES ARE ATTRACTED TO DETAILS

14



14

CANDIDATES ARE ATTRACTED TO DETAILS: COMPANY

15

TELLING: *"It's a family-owned company and they value their employees."*

vs. SELLING with DETAILS: *"Sample Co. is a third-generation family-owned firm that heavily invests their profits back into the business. From the newly completed 3500 square foot expansion, to the imaging of all files and the new technology in which they have recently invested, Sample Co. is always looking at how they can perform better and more efficiently for their clients. This small, established, family company also invests heavily in their people. From a generous matching 401(k), to Christmas in July bonuses and annual incentive compensation, this company truly appreciates their staff. They understand that their company is a collection of valued people and to treat those people right!"*



15

CANDIDATES ARE ATTRACTED TO DETAILS: LEADERSHIP

16

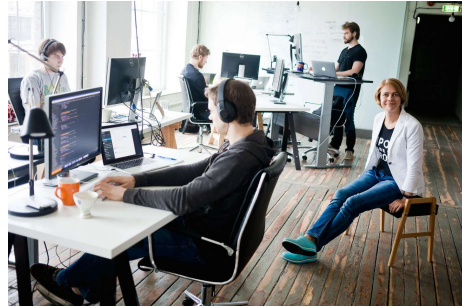
TELLING: *"The individual that you would be reporting to has been with the company for a long time and people like working with her."*

vs. SELLING WITH DETAILS: *"This position reports to the district manager who is also based in the corporate office. You'll benefit from working directly with an individual with twelve years of progressive experience with a major national Health Carrier. She is known for producing dynamic leaders and for promoting from within. In fact, the reason why we have been engaged to fill this position is because the previous person was recently promoted."*

Additionally, leadership practices a true open-door policy where respectfully; anything can be asked and addressed. This is evidenced by their monthly open forum town hall. This District manager has created a cohesive team environment where everyone is able to accomplish more together - each person on her team has met or exceeded their annual bonus target for the past five years and counting!"



16



- What are some of the specific benefits to go work for a small, start-up organization?



- What are some of the benefits to go work for a large, established, deeply rooted organization?



17

YOU ARE NEVER RECRUITING JUST ONE PERSON

You are also recruiting the opinions of that person's friends and family!



18



- To perform a comprehensive search for your client, use every tool and tactic available to cast the widest net possible while strengthening your market mastery.
- While job postings are an integral part of your search strategy, they are not the ONLY way to attract candidates – just one piece of the puzzle.
- A job posting is a great way to reach “selectively active” candidates.



Assistant Controller

Company: Large Recruiting Firm

Job Category: Accounting Finance

Location: US-IL-Bannockburn

Are you looking for job security? Work for a company that is in the growing healthcare industry! Currently seeking an Assistant Controller due to growth. The Assistant Controller is responsible for the overall company accounting activities, including financial reporting of operations that guide management and leads to a significant annual audit. Responsibilities include managing the month-end close, full P&L, and balance sheet reporting, internal compliance and audit, g/l account reconciliation and analysis to ensure financial statement integrity. This person will also oversee all fixed asset accounting, supervise a/p, assist the Controller on year-end audit and special projects and act as a reference point for Great Plains users. Also, help the Controller in the constant vigilance and improvement of company compliance with proper policy and procedures, recommend and implement improvements, as necessary.

REQUIREMENTS:

- Bachelor's Degree and CPA required
- Four to six years' experience in a multi-location, growing corporate accounting environment
- Proficient in Microsoft Office Products. Great Plains experience highly desirable
- Detail-oriented, analytical, team player, good written and oral communications and professional

Please send your resume in word format to **INSERT EMAIL**

Salary/Pay Rate: **\$75,000 - \$85,000** /Year N/A Assistant Controller





21

Company

- Client Co. is consistently ranked on the Inc. 5000 Fastest-Growing Private Companies in America
- Pioneers in the field of widget design and manufacturing – known for creation of the first jumbo widget
- Earned the top spot in Selling Power's "50 Best Companies to Sell For" in 2021
- Headquarters are in Plano, TX; home to their state-of-the-art design center and manufacturing facility
- Additional manufacturing locations in Houston, Austin and San Antonio, TX

Leadership & culture

- Position reports to – Vice President of Sales & Marketing
- VP of Sales & Marketing was promoted three times during their 7 years at Client Co.
- Devoted sales leader and mentor with previous 15 years sales leadership at Harley-Davidson and Lockheed-Martin
- The last Director of Sales hired was promoted to Senior Director in just six months
- Very open and inclusive management style; practices a "lead by example" style
- Collaborative, open corporate culture; team truly means "together everyone achieves more"
- Engaged, energized team of people committed to a common vision of doing things right



22

BUILD YOUR STORY: BENEFITS, APPRECIATION & ROLE

23

Benefits and appreciation

- 11 company paid holidays including your birthday
- 100% company paid benefits for the employee including medical and dental
- Annual sales incentive trips based on individual and company performance
- 401K including Roth option and 50% company match
- Luxury office space with proximity to 20 different dining options and retail
- Company subsidized on-site daycare
- On-site fitness center and bowling alley

Role they will play

- Get creative as you develop and implement cutting edge organizational sales strategies
- Lead and maintain a high-performing nine region sales team while having fun!
- Manage aggressive hiring goals and expansion for offices in five additional cities by 2023
- Facilitate positive cross departmental collaboration and communication
- Provide industry expertise, guidance and coaching in service of growing current revenue of 150 million to 300 million by 2025



23

BUILD YOUR STORY: LOCATION/ COMMUNITY & PROFILE

24

Location/community

- On-site role at the company headquarters
- Plano, TX is a thriving northern suburb of Dallas and recently named the “safest city in Texas for 2021” by WalletHub
- The state-of-the-art design center is centrally located in a vibrant, central location with endless dining and retail
- Employees can choose a fully urban setting and walk to work, or make a short commute
- Plano Independent School District ranks among the top 20% in all of Texas public school districts

Background profile

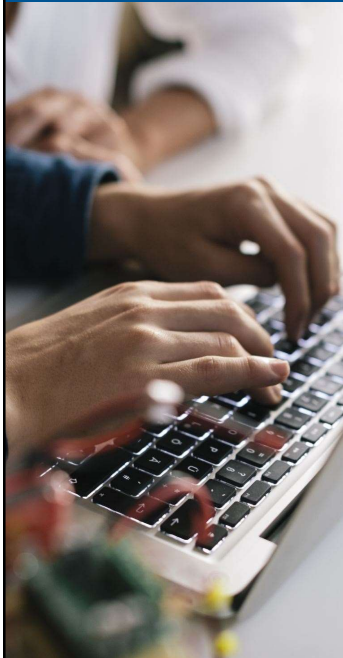
- Expertise in sales leadership – proven individual performer with an ability to coach & lead
- 5+ years experience in widget manufacturing
- Proven track record in sales planning, forecasting and development
- Knowledge of sales training, coaching and employee development
- BS in business/marketing or equivalent experience



24

AN ATTRACTION BASED JOB POSTING

25



Director of Sales

Work for one of the most dynamic companies in the Dallas, Texas metroplex. With a great leadership team, incredible employee appreciation, and undeniable chances to grow – look at what we have to offer you!

Company Information

- Client Co. is consistently ranked on the Inc. 5000 Fastest-Growing Private Companies in America
- Pioneers in the field of widget design and manufacturing – known for creation of the first jumbo widget
- Earned the top spot in Selling Power’s “50 Best Companies to Sell For” in 2021
- Headquarters are in Plano, TX; home to their state-of-the-art design center and manufacturing facility
- Additional manufacturing locations in Houston, Austin and San Antonio, TX

Leadership & Culture

- Reports to Vice President of Sales & Marketing
- Devoted sales leader and mentor with previous 15 years sales leadership at Harley-Davidson and Lockheed-Martin
- Very open and inclusive management style, she practices a “lead by example” style
- Collaborative, open corporate culture; team truly means “together everyone achieves more”
- Engaged, energized team of people committed to a common vision of doing things right

Benefits & Appreciation

- 11 company paid holidays including your birthday
- 100% company paid benefits for the employee including medical and dental
- Annual sales incentive trips based on individual and company performance
- 401K including Roth option and 50% company match
- Luxury office space with proximity to 20 different dining options and retail
- Company subsidized on-site daycare
- On-site fitness center and bowling alley



25

CAST A WIDER NET

26



Replace **REQUIREMENT** for **BACKGROUND PROFILE**:

- **Expertise in**
 - ✓ Main core skill
- **_____ + years’ experience in**
 - ✓ Same industry as client
- **Exposure to**
 - ✓ 3rd most important skill/experience match
- **Working knowledge of**
 - ✓ 4th most important skill/experience match
- **Education or equivalent experience**



26

AN ATTRACTION BASED JOB POSTING

27

Work for one of the most dynamic companies in the Dallas, Texas metroplex. With a well-respected leadership team, incredible employee appreciation, and undeniable chances to grow – look at what we have to offer you!

Opening Sentence Rule:
Always APPRECIATION
+
Good LEADERSHIP, ENVIRONMENT
and/or ADVANCEMENT



27

WHERE YOU SHOULD POST THE JOB

28

Internal website *Will we advertise this search on our company website?*

Paid job boards *Will we advertise this search on any paid job boards?*

- LinkedIn
- CareerBuilder
- Monster
- Indeed
- ZipRecruiter
- Other

Industry-specific associations *Will we advertise this search on any industry-specific association sites or any niche career sites?*

Trade/Industry Specific

Professional Associations

Professional Societies

Military Transition Offices

University Placement Offices



28



- ❑ **CONCISE INTRODUCTION** – impactful yet concise – who are you and who are you with?
- ❑ **CLEAR PURPOSE** – how will you articulate your clear purpose? Why have you chosen to call that person?
- ❑ **COMPELLING CONNECT** – why should this person listen to you any further? Connect the dots between your expertise and the person you called.
- ❑ **CALL TO ACTION** – what are you asking from the candidate in terms of next steps in the conversation or outreach? How will you segue into the rest of the call or action item?

EXAMPLE INTRO RECRUITING SCRIPT USING THE 4Cs

31

Concise Introduction

Alex, Christine Geiger with Next Level; Search Consultant specializing in enhancing careers of widget sales professionals nationwide.

Clear Purpose

I have an exciting growth opportunity with one of my clients that is experiencing unprecedented growth to briefly share with you.

Compelling Connect

The Director of Sales role with this company could represent a fantastic next step in your career; you would report to the Vice President of Sales & Marketing, someone with a rock-solid reputation as a devoted sales leader and mentor. The last Director of Sales hired by the VP was promoted to Senior Director in just six months!

Call to Action

Sharing the rest of my client's unique story will take just a few minutes. How does now look to get into the specifics or would after work be better?



31

IN SUMMARY

32



You must attract before you start to qualify



Understand a candidate's prime motivators and how those drive decisions



Know the components of an attraction-based job description



What is your recruiting story? The trailer and the movie!



32

PONDER THIS...

33

Motivation is the art of getting people to do what you want them to do because they want to do it.

- Dwight D. Eisenhower



33

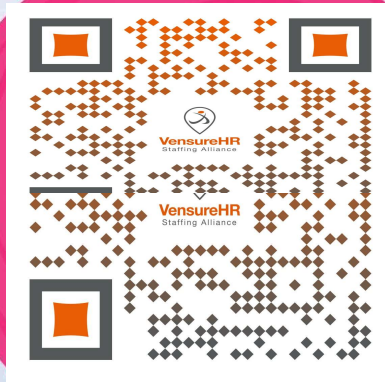


Stacy Napoles
Sr. Director of Training and Development
Stacy@nextlevelexchange.com
972.265.5380



34

Rate This Session—Earn 2,000 Points in Music City Match-Up!



35



36