

Maximizing your Business Development Success!!

The top methods that are working today!



A monthly program to develop
BIG BILLERS and MILLION DOLLAR PRODUCERS

Increasing YOUR Odds of Success

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will” – Vince Lombardi

- **The Market today**
 - Supply and Demand
 - Establishing Daily Habits
- **Marketing Principle # 1 - Its about VOLUME & QUALITY**
 - It takes Quantity to get the Quality you need
 - All things equal, the quantity increase = The Commission Increase
 - Quality can trump quantity exponentially
- **Marketing Principle #2**
 - Job Order versus Search Assignment
 - It's about the Quality you work on – that determines your success.



18/50/94

	Account	Contact	Market/Desk Spec.	<u>Success Rate</u> 95-100%
Easiest	Existing	Existing	Existing	
	Existing	New	Existing	
	Existing	"C" Level	Existing	
	New Account	Existing	Existing	
	New Account	New Contact	Existing	
	New Account	"C" Level	Existing	
Toughest	New Account	New Contact	New Market	1%

5 Goals of Marketing- Regardless of “Door” entered

- Get a Job Order & Sendout
- Get an Alternate Job Order/Job Order Lead (Prospecting)
- Get Dream Candidate-
Recruiting Door Highest success
- Get A Lead On A Dream (Prospecting) Candidate via Visualization
- Build a Life Long Relationship



10 Business Development Approaches

- **The “A” Player Approach**
- **Vertical Market – Market Guru Insight**
- **Combination**
- **Flip Reference Check**
- **Flip Recruiting Call**



10 Business Development Approaches

- **Strike a Deal**
- **Value Proposition**
- **Calling about a Posting-Timing Strategy?**
- **Exclusivity Approach**
- **Internal Referral**
- **C-Level Approach**
- **Question Based Approach**

Key - Making the Calls and Sharing your Value Proposition

Objections That WILL HAPPEN!!!!

Pre-FRAME ALL Objections in body of call!!!!

- 1. Send Me a Resume...***
- 2. We Don't Have Any Openings...***
- 3. Fee Concerns..... No Such Thing In Contingency***
- 4. Talk to HR.....***



STOP WINGING THIS!!!!!! GET SOUND BYTES/QUOTES/LinkedIn where you already overcame this!!!!!!!!!!



Critical Marketing Metrics - to Pay attention to “Recruiting is a Science”

- NMP/JO and NMP/SA Ratio
- JO/PL and SA/PL Ratio
- QC/SO Ratio
- QC/PL Ratio
- SO1/PL Ratio – Secondary Metric



How to Double your Revenue Overnight

- Ask and Get higher Fees:
 - Your Percentage-35%???
 - Play the game hard!! The more you give up the more you ask for in return
- Do Anything to increase the odds of the deal closing
- Higher level positions
- Get your JO/PL ratio down to 2/1
- Move up the Value Chain
 - 18/50/94
- Get your NMP/VJO ratio down to 3/1
Get your QC/SO ratio to 1/1
- Increase your quality- Spend a day PROSPECTING for job leads!!!!
- Make sure every Great candidate has a sendout and every sendout is going to more than one place!!!
- Last resort...double your quantity



