

Establishing Your “Zebra” & Understanding Your Blue Ocean Strategy



A monthly program to develop
BIG BILLERS and MILLION DOLLAR PRODUCERS

Understanding Brand Marketing

“Every Battle is won, before it is ever Fought” Sun Tzu

- Why foundational marketing is so important today.
- The Difference between a great Marketing Strategy and one with no Marketing Strategy
- “Competitors/Differentiation/Relationship/Price”
- Heidrick and Struggles/MRI of Chicago/Sales Recruiters
- Generalist - Geography
- Position Based Recruiting
- Vertical Market based Recruiting



“If you chase two rabbits, you will not catch either one” Ben Franklin



Branding and Marketing Concepts

- **Brand**: Association people have with your company, product or service that are beyond the real tangible aspects.
- **Position**: How your prospects and clients in the market define your brand. Not you.
- **Brand Image**: How your brand is perceived in market
- **Brand Equity**: The amount of “Juice” a brand has built up.
- **Value Proposition**: The reason why your clients are to use you opposed to other alternatives.



Branding and Marketing Concepts to Understand

- **USP**: Your unique benefit your product/ service offers that competitors don't.
- **Brand Awareness**: The Measure of how well your target audience is aware of your brand message.
- **Differentiation**: What is Unique – Makes you different.
- **Brand Strategy**: Answers how you uniquely position your offering to make it most appealing to your target audience.
- **Zebra** : Very Specific niche market that has great synergies and efficiencies with Client and Candidate.

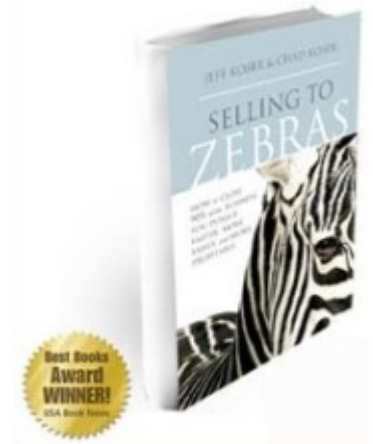


Its all about Synergies...

Candidate and Client Base

First things First.....

- Selling to Your **Zebra** - Jeff and Chad Koser
- “Highest payback for Energies Spent” is Key
- Once *Zebra* is determined – then you can determine synergies – with in Candidate and Client Base



Recycling For Efficiency

A/b clients and/or needs

Present 2-6

2-4 interviewed

1 hired.

Candidate pool

We then market back to a/b clients

But in this method, since all orders are similar, you can market to c/d or submit or fax/email to c/d

Potential client

c/d client and /or needs

a/b client for whom you will search

c/d client for whom you will present only when you encounter candidates while searching for other clients.



Creating the Value Proposition and Brand Messaging

Client Value Proposition

- Why should they choose you opposed to all others options.
- Value Proposition has to be simple, different and highly valued.
- The Role of Branding in Value Proposition

Components: Focus, Track Record, Client Base, Position, Skill Set, process, a result.

- What's Unique or Different that has value
- How can you change the game....

Examples:

“We partner with HR officers to provide Talent that is two levels promotable to the consumer packaged goods market”

“ We bring two projects successful - Epic Talent” to Hospital CIO’s for successful Epic software Implementations “

Key: *Creating Client Synergies...*



Creating the Value Proposition and Brand Messaging

Candidate Value Proposition

- Why should the candidate work with you opposed to all other options?
- Value Proposition has to be simple, different and highly valued.

Components: Focus, Track Record, Client Base, Position, Skill Set, process, a result.

- What is unique or different that has value?

Examples:

“We work with Managers to Officers that are two levels promotable focusing on the SAAS software Market in California”

Key: *Creating Synergies with candidate base*



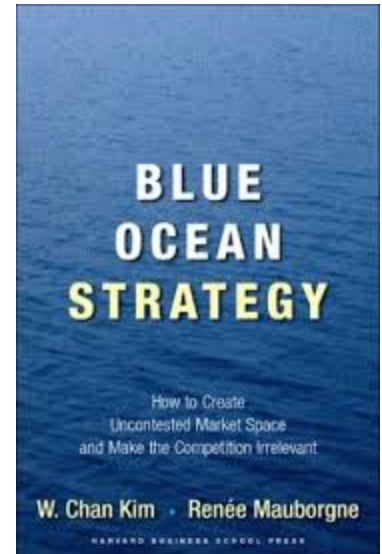
Best Practices of Elite 1%

- A Well Defined Zebra
- Strong Brand Messaging
- Blue Ocean Strategy
- Taking Great Work (18,50,94)
- Industry Didn't matter (Zebra did)
- Energy – High Activity Levels
- Followed Metrics Closely Weekly
- Understood Talent Management
- Failure was NOT an option



The Blue Ocean Strategy

- “How to Make the Competition Irrelevant”
- How to not compete – but create new clients based on offering more value innovation
- Ringling Brothers Versus Cirque De Soliel
- Starbucks, Southwest Airlines, CNN
- Value Innovation – How?
- Price/Delivery/Quality/Speed/Services added
- What NEW Value are you offering.....



**We offer retained quality candidates at the Speed of Contingency.*

**We offer virtual benches so they are Ready to hire when you need them.*



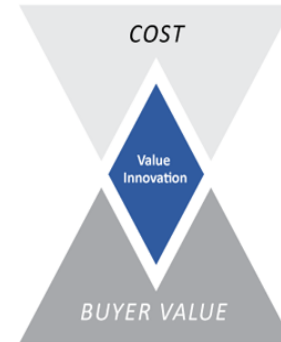
The Blue Ocean Strategy

- Price - not that important
- Adding New Industry Services
- Bundling New Services
- Changing existing Products/Services
- Getting to Markets not penetrated
- Must be Unique
- Must fill a realized or unrealized Need

Value Innovation

Cost savings are made by eliminating and reducing the factors an industry competes on.

Buyer value is lifted by raising and creating elements the industry has never offered.



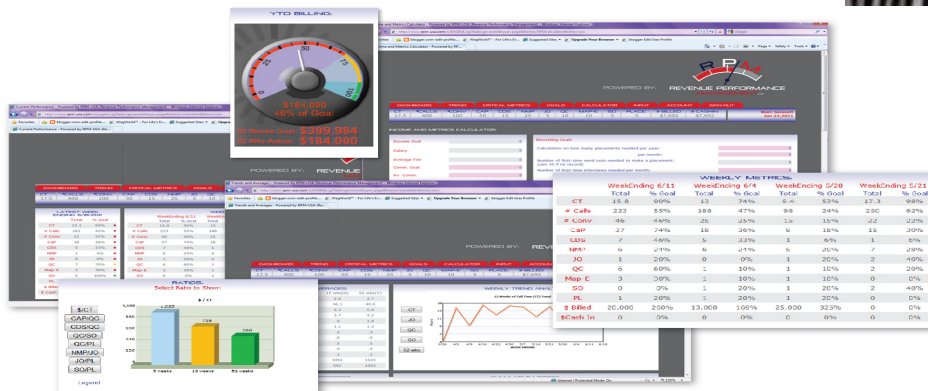
** “We will handle your talent management to insure you do not have a mis-hire in any critical position – by guaranteeing you hire “A” players.”*

** “We will insure our clients have world class engineering teams by providing the talent, testing, and verifying they are two levels promotable and industry experts in that industry”*



Homework

- Determine your Zebra
- Determine Value Proposition
- What is your Unique Selling Proposition
- What candidate database would give you the best synergies



Any Questions?



