PROCESS FOR BUSINESS DEVELOPMENT

Planning: 4:30pm on the day before

- ☐ Define specific market you will go after
- ☐ Get MPC (s) for Market (1 for exact position, one above, one below)
- ☐ Create rollup list in PCR
- ☐ Do PCR internal data base search for potential companies – put on roll up
- ☐ Do External search on search engines, zoom info, Thomas registry, etc. for additional client companies
- ☐ Do job aggregator search for job postings (jobster, simplyhired, indeed)
- ☐ Do website aggregator search for internal web postings (hound.com)
- ☐ Target company website name search and job search (individual company websites and zoominfo.com)
- ☐ Write very compelling marketing script
- ☐ Write very compelling email
- ☐ Write very compelling voice mail script
- ☐ Have candidate profile available to email if company expresses an interest in learning more about the candidate presented

Power Hour: (9:00am to 11:00am)

- ☐ Pull up PCR, Zoom Info and Google in separate screen to go over. Use accordingly.
- ☐ Start with marketing calls to low hanging fruit first – Job Postings on boards and websites and calling into existing accounts. First call at 9:00am.
- ☐ Continue marketing with a goal of 10 presentations per day (in the morning)
- ☐ Each call goal to be
  - ☐ Get a second out for MPC
  - ☐ Get an alternate Job Order (Tell me about your other critical openings at this time?)
  - ☐ Get business information and create a long term relationship
  - ☐ Get a idea of what there dream candidate looks like.
- ☐ When there is interest in your MPC or an Alternate job order – completely fill out the 18pt ISA
- ☐ Bridge to an ROI call (We need to analyze the job, the salary requirements, our work load and the potential for fulfillment in order to give you a fair ROI)
- ☐ Fill out job order matrix with manager

THE ROI Call: The next day or that afternoon

- ☐ Introduce team on the call
- ☐ Review the job order and point out areas in question or of concern

- ☐ Maximize the pain they are experiencing
- ☐ Share how we can take away that pain – by our value
- ☐ Go over value proposition and search process
- ☐ Share with them the ways we work – and the suggested methodology and fee.
- ☐ Close for interview dates
- ☐ Set up expectations of how we work
- ☐ Get commitment as to when the agreement will be back so we can schedule the team, research and execution of the process.
- ☐ Input Job Order into PCR

DAILY GOALS: 10 presentations, 2 job orders – converting 1 to a search assignment

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